



Wireless Retail: Sales and Service from the Floor to the Door

When a customer walks into a store, it's the retailer's challenge to give them the kind of experience that results in long-term loyalty and return visits. With the technological advancements found in today's mobile devices, sales associates could truly be holding their customers in the palm of their hand.

A recent study by the National Retail Federation found that overwhelmingly (88%) American adults wanted their retail checkout experience to, quite simply, be faster. Historically, the products sold in a store—not the brand, personnel, and environment—determined a store's desirability and success. That's no longer the case in a world of immediate gratification where, if a customer sees a line, they will be more inclined to leave the store without purchasing anything.

With Samsung Nexshop Sales Mobility, your sales teams have the tools and the know-how to speed customers through the buying process using the latest mobile point-of-sale (mPOS) and point-of-activation (mPOA) capabilities.

WITH SAMSUNG NEXSHOP SALES MOBILITY, YOUR EMPLOYEES CAN:

- **INCREASE CUSTOMER SATISFACTION:** Employees using a mobile device can show up-to-date information on products, inventory, comparisons with competitors, and the latest store promotions so there is no need to call for a manager.
- **HELP CUSTOMERS BUST THE LINE:** Sales staff can check out customers and issue refunds directly from the floor with mobile sales-enabled devices, keeping customers out of long lines. This can increase return visits and repeat purchases by gaining customer trust, as well as capture customers who would not have entered the store if they saw a line.
- **CUSTOMIZE THE CUSTOMER EXPERIENCE:** Capturing post-interaction data and notes is easier with a mobile device, meaning that associates can capture, update, manage, and use personalized customer information to deliver tailored service, support, recommendations, and unique promotions.
- **PROVIDE WHEREVER, WHENEVER SERVICE:** Customers have the freedom and convenience to choose how and where they want to claim their products—take home or shipped to the store, their home or office.
- **EXECUTE BETTER BUSINESS STRATEGIES:** Your sales team can utilize real-time sales, inventory, delivery, and promotion data to create on-the-spot selling strategies that optimize what is happening on any given day—enabling store managers to make smarter decisions about staffing to meet the volume of customers.



MAJOR FEATURES OF SAMSUNG NEXSHOP SALES MOBILITY

- **Mobile Point of Sale (mPOS):** Handle sales and refunds immediately fast on the floor for a device with connections.
- **Mobile Point of Activation (POA):** Provide immediate, in-store mobile phone activation.
- **Inventory Management:** Improved access to warehouse inventory and product delivery options.
- **Clienteling:** Associate access to up-to-date information on products, inventory, competitive products and in-store promotions.
- **Endless Aisle:** Sell seamlessly across all channels from the store floor, from ecommerce to catalog to take-home products.

ABOUT SAMSUNG SDS AMERICA, INC.

Samsung SDS America (SDSA) is the U.S. subsidiary of Samsung SDS, a global IT solutions company. SDSA provides purpose-built technology solutions in the areas of enterprise mobility, security, advanced analytics, mobile sales productivity, and training. We enable our customers in the public sector, finance, retail, and other industries to achieve greater freedom, operational efficiency, and smarter decision making as the driving force for their competitive advantage. SDSA is headquartered in Ridgefield Park, NJ, with offices in Herndon, VA, and San Jose, CA.

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