



Samsung SDS America Retail Industry Solutions

Mobility Solutions to
Engage Customers &
Increase Sales

71% of in-store shoppers who use smartphones for online research say their device has become more important to their in-store experience.

—Think with Google

Today's tech-savvy shoppers demand engaging and convenient shopping experiences both online and in stores. With Samsung SDS Retail Solutions, retailers are armed with the latest in point of sale, associate training programs and customer data analytics, helping to engage with in-store customers in new and interactive ways.



MOBILE SALES

- Handle sales and refunds immediately on the floor with sophisticated Mobile Point of Sale (mPOS).
- Provide fast in-store mobile phone activation with Mobile Point of Activation.
- Increase sales with improved access to warehouse inventory; allow customers to choose how and where they want their product delivered.
- Improve clienteling with associate access to up-to-date information on products, inventory, competitor comparisons, and store promotions.
- Utilize real-time sales and delivery data to create successful business strategies.



RETAIL MARKETING

- Determine ideal store layouts, product displays and optimize plans using in-store customer traffic-pattern data.
- Enable easy, convenient store operation through real-time in-store monitoring and remote-control solutions.
- Deliver the right personalized content based on the presence of the consumers in the store.
- Identify where products and customers interactions can be targeted for improvements.



RETAIL TRAINING

- Improve clienteling and increase sales with on-demand training programs retail associates can access anywhere, anytime, on any device.
- Improve training participation and engagement with programs that allow associates to accumulate points and bid on prizes as they learn.
- Enable associates regionally or around the globe to share experiences and ideas through an Online Community Portal.
- Track and measure retail associate participation.



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.

CONTACT US

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