



Nexshop Sales Mobility: Put the Power in Your Associates' Hands

Retailers face certain challenges in today's business environment, from e-tailer competitors who can offer cheaper products with minimal overhead, to customer expectations about new and ever-changing product selections and their ability to know more, faster about your products than ever before.

It's not "best practices" that will enable you to keep pace in this marketplace; it's "next practices," the innovative use of mobile devices, combined with your stores infrastructure, to manage stores more efficiently to understand and communicate with customers, and offer them differentiated experiences with your brand.

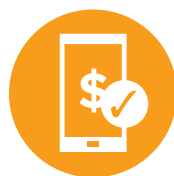
Samsung SDS Nexshop Sales Mobility offers all the secure mobile-related software and services required for better, more efficient, and more profitable in-store sales activities.

THREE THINGS TO CONSIDER WHEN ADOPTING A MOBILE SALES SOLUTION:



INNOVATIVE CUSTOMER EXPERIENCES

- Build unique, high-value customer interactions
- Create smarter, more effective sales associates
- Provide a convenient, consultative sell to improve engagement quality



ENHANCED EMPLOYEE ENGAGEMENT

- Give your sales team abundant and absorbable information for better customer engagement
- Integrate and automate in-store sales activities and promotions
- Use the latest mobile devices to empower employees to become smarter, more efficient, and more profitable



OPTIMIZED STORE MANAGEMENT

- Analyze store-level data in real time, from sales and inventory to customer histories
- Manage sales performance and support continuous learning and improvements in store-level operations
- Drive more efficient and secure operations, from the front-end sell to back-end systems optimization

SECURE, REAL-TIME SOLUTIONS SEAMLESSLY INTEGRATED WITH LEGACY BACK-END SYSTEMS

Samsung SDS Nexshop Sales Mobility comprises five key sales support services that together enable customized digital marketing and sales activities for retailers and seamless shopping experiences for customers.



CLIENTELING:

Convenient consultation service matching each customer to the products they're most interested in buying

- Use customers' historical preferences to give them specific promotion information and product recommendations
- Standardize customer consultation processes to enhance your team's selling skills



INVENTORY MANAGEMENT:

Real-time stock count, incoming and outgoing inventory tracking, and physical inventory-taking

- Carry out inventory lookup when an order is created based on an automated stock-in/-out system using a barcode scanner in a mobile device
- Connect to home delivery service if ordered product is out of stock in the physical store



SALES MANAGEMENT:

Collect on-site information regarding product order, return or exchange information

- Carry out an integrated management approach for enhanced store visibility
- Manage sales histories and identify trends in products and promotions



REPORTING AND ANALYTICS:

Manage staff, product, and store-level performance based on real-time sales data analytics

- Assess associates' metrics against their targets
- Analyze customer preferences based on interviews and questionnaires



MOBILE PAYMENT:

Utilize a mobile point-of-sale (POS) function for immediate payment transactions

- Simplify the checkout process to make it easy for customers to pay
- Offer efficient sales processes, ranging from real-time sales order creation of customers' interested products to instant payment and receipt delivery

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

To learn more about Samsung SDS Nexshop Sales Mobility, visit www.samsungsdsa.com or email us at bd.sdsa@samsung.com.