

SALES ON THE RUN: Using Mobile Devices to Deliver Real-time Results

Operating a successful store is much more complicated than it used to be—increasing numbers of products, a shorter product lifecycle to meet rapidly changing consumer demands, and more competition from different channels have created a maelstrom of retail challenges. **Today's consumer expects more from their shopping experience.**

You need a complete solution that creates an environment of sales efficiency in your stores. And you also need to ensure seamless, secure integration with legacy retail systems.

Samsung SDS Nexshop Sales Mobility optimizes the latest mobile devices to innovate the customer experience, improve store employees' productivity, and deliver store- and chain-level efficiencies.



CUSTOMER EXPERIENCE IMPROVEMENT

- Build unique, high-value customer interactions
- Create smarter, more effective sales associates
- Offer 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

- Collect 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

To learn more, visit www.samsungdsa.com or email us at bd.sdsa@samsung.com.