



## People into Profit: How Mobile Training Can Change the Retail Game

You see it every day: Customers want to be “wowed” when they step into the store. They expect great quality and well-priced products in addition to something innovative and different from previous shopping experiences.

Your store, and ultimately your sales, depend on your primary assets: your employees. With multiple store locations in different geographies, corporate training faces real challenges to keep store employees up to date on products and promotions across many employee skill sets. Additionally, many sales associates are early in their careers, retailers struggle with high staff turnover, the high cost of training and repetitive training of new hires.

With Samsung SDS Nexshop Training, retailers create a motivational and creative way to put sales associates on the path to success, helping to increase retention and improve profits by building a more loyal and stronger relationship with customers.

### WHY SAMSUNG SDS NEXSHOP TRAINING?



#### MOBILE TRAINING SOLUTIONS

On-demand training programs retail associates can use anytime, anywhere, on any device to suit their preferences and needs



#### BETTER, MORE EFFECTIVE PROGRAMS

Improve training participation and engagement by turning training into a competitive game, where participation points can win prizes and recognition



#### SHARE BEST PRACTICES

Associates regionally or around the globe can collaborate on experiences and ideas through an online community portal



#### SALES ASSOCIATE PARTICIPATION

Track all access and activity to monitor learning engagement and ensure new employees have the tools to quickly onboard and suit their preferences as well as their needs



## ABOUT SAMSUNG SDS NEXSHOP TRAINING

Optimized for mobile environments and supporting 17 languages, Samsung SDS Nexshop Training is focused on increasing sales and customer satisfaction through training for sales associates and call-center agents. It facilitates collaborative, social learning—video clips can easily be snipped and shared to illustrate best practices, a virtual-customer function enables reality-based role-playing, and a game-centered approach incentivizes learners to gain new certifications or reach new levels in a friendly, competitive style.

Retailers and call-center operators can reduce classroom training costs by replacing in-person training sessions with online programs. This increases the usability of existing content and resources, reduces staff administrative work, and streamlines the time it takes to get new employees ramped up.

Samsung SDS Nexshop Training innovates training to empower and engage, key factors increasing employee productivity and job satisfaction.

## 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 Training, visit [www.samsungsdsa.com](http://www.samsungsdsa.com) or email us at [bd.sdsa@samsung.com](mailto:bd.sdsa@samsung.com).