

# Creating a Technology-driven Customer Experience

Nexshop™ Marketing is a retail sales and marketing support solution that strengthens the relationship between the dealership and their customers. Automotive retailers are able to collect in-store data on customers while buyers are provided a more enjoyable and engaging shopping experience through personalized product information and promotions.

## Personalize the Customer Journey

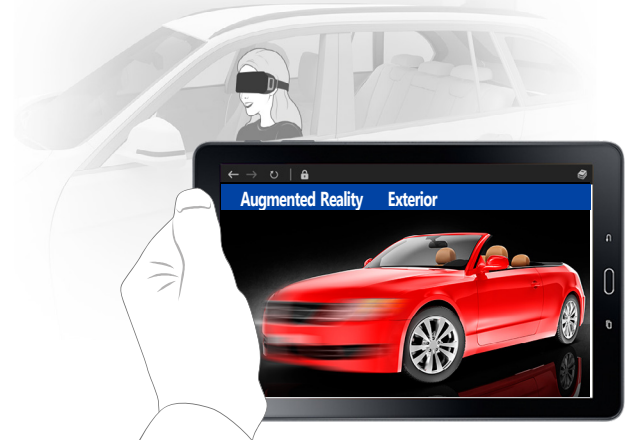
With over 94% of customers conducting online research prior to visiting a dealership,\* it is becoming increasingly important to utilize digital devices as intelligent touch points in order to understand customer behavior. With Nexshop Marketing, at the beginning of the purchase journey, customers have the option to create a customized profile to store and organize their initial research. Once the customer decides to go to the dealership, they are shown tailored ads and promotions that address their interests and needs based on their research profile. They are also able to interact with displays to learn more about various models and trim options in-store to add to their research profile.



## Provide an Immersive Experience

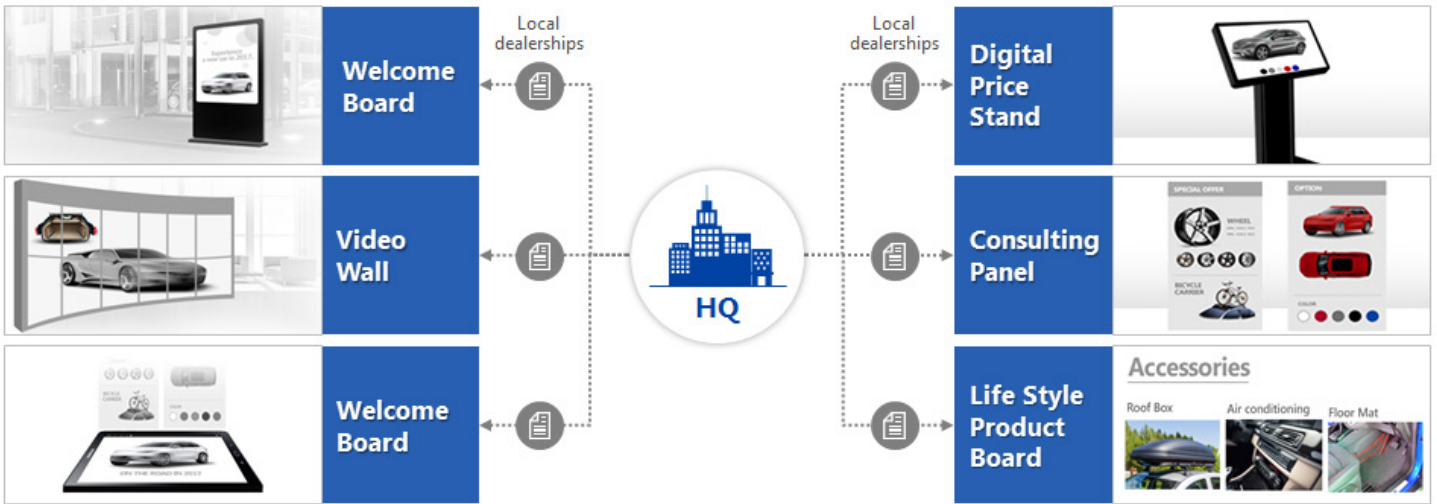
Customers can leverage virtual reality (VR) with the Gear VR to visualize different car options and trims. For example, if a customer wanted to experience a specific car model that was not currently at that dealership they could view the car, with the trim they are interested in, through VR. Sales consultants can control the content being shown using tablets to provide customers with an immersive and unique experience.

If a customer is not ready to purchase a car right away, they can access their customized online e-brochure from their personal device. An e-brochure holds all the items they showed interest in at the dealership and online in various types of mediums including VR and tailored recommendations. The brochure can also be shared with anyone who can influence the buying decision.



\*McKinsey&Company, The road to 2020 and beyond

# Manage Content from a Central Location



# Analyze Customer Behavior

Store managers can drive sales performance by analyzing customer behavior data and equipping sales teams with clienteling solutions. Real-time reports, including heatmap, foot traffic, zone counter and dwell time, show management customer preferences and opportunities to improve a dealership’s messaging, engagement, and operations. Based off these reports, managers can provide a more customer-centric consultation and tailored product information for each customer and their specific needs.



## 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, more operational efficiency, and smarter decision making as the driving force for their competitive advantage. SDSA is headquartered in Ridgely Park, NJ, with offices in Herndon, VA, and San Jose, CA.

## CONTACT US

To learn more about Samsung SDS Nexshop Marketing visit [www.samsungsds.com](http://www.samsungsds.com) or email us at [bd.sdsa@samsung.com](mailto:bd.sdsa@samsung.com).

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