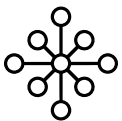# Nexshop™ Behavior Sensing

Get insights into how your customers are behaving in-store to improve your operational efficiency

eCommerce sites have gained an edge over physical locations through their ability to track, capture, and analyze data about customer activity.

Samsung Nexshop Behavior Sensing closes the data gap with in-store behavior sensing and analytics. Through video analytics, customer activity and behavior are anonymously gathered as consumers walk through the store. A cloud-based dashboard helps retailers understand the customer journey and preferences. By leveraging this data and insight, retailers can continually improve operational efficiency, enhance customer engagement, and boost the bottom line.
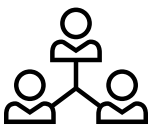
KEY BENEFITS

Optimize store layouts
Position products strategically by analyzing in-store customer movement and dwell times in each zone

Improve marketing effectiveness
Develop effective marketing strategies using comparative analytics of customer flows within stores

Allocate staff optimally
Determine precisely how many associates you need at what times and where they should be stationed to improve customer experience

Re-invent continually
Generate the data and insights necessary to continuously improve store operations
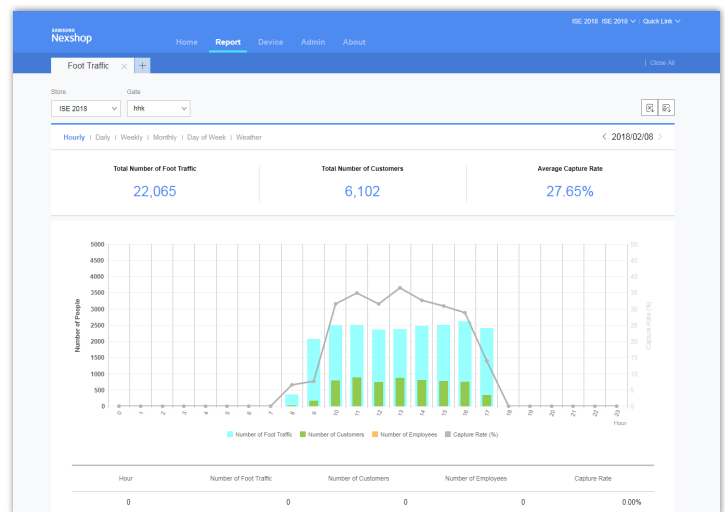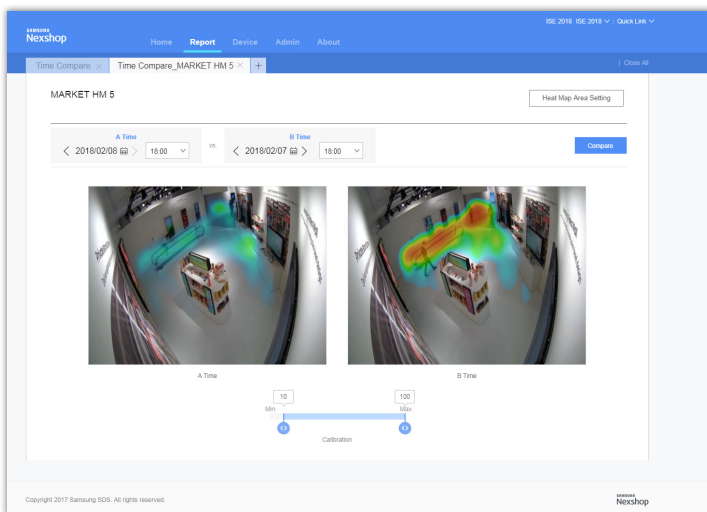
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Features

Collect insights: Video analytics enable retailers to make smarter decisions by delivering comprehensive data about customer behavior in-store

- Measure footfall
- Understand traffic patterns by zone with visual heatmap
- Measure dwell times in specific areas
- Capture shopper demographics

Accessible analytics: dashboards make it simple to uncover data-driven insights about the customer journey and preferences by delivering real-time, deep dive and longitudinal reporting

Easy to deploy: Cloud-based dashboard is quick and easy to set up, requiring no on-premises installation by the retailer

ABOUT SAMSUNG SDS AMERICA, INC.

Samsung SDS America (SDSA) is the U.S. subsidiary of Samsung SDS, a $8B global software solutions and IT services company. SDSA helps companies optimize their productivity, make smarter business decisions, and improve their competitive positions in a hyper-connected economy using our enterprise software solutions for mobility, security and advanced analytics.

CONTACT US

To learn more about Samsung SDS America Nexshop Behavior Sensing, please visit www.samsungsds.com/us/en or email us at bd.sdsa@samsung.com.

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