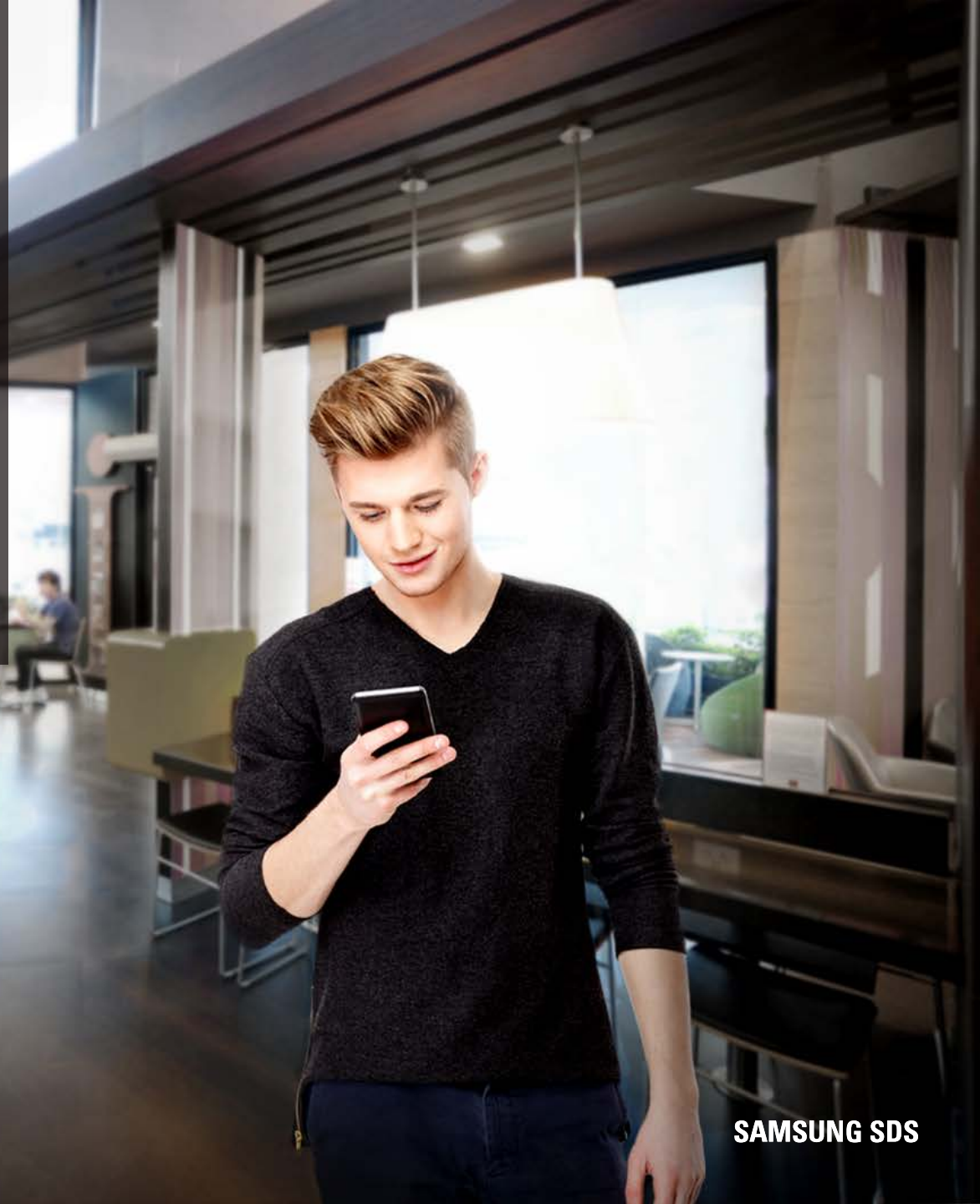


Samsung Intelligent Marketing Suite Use Cases

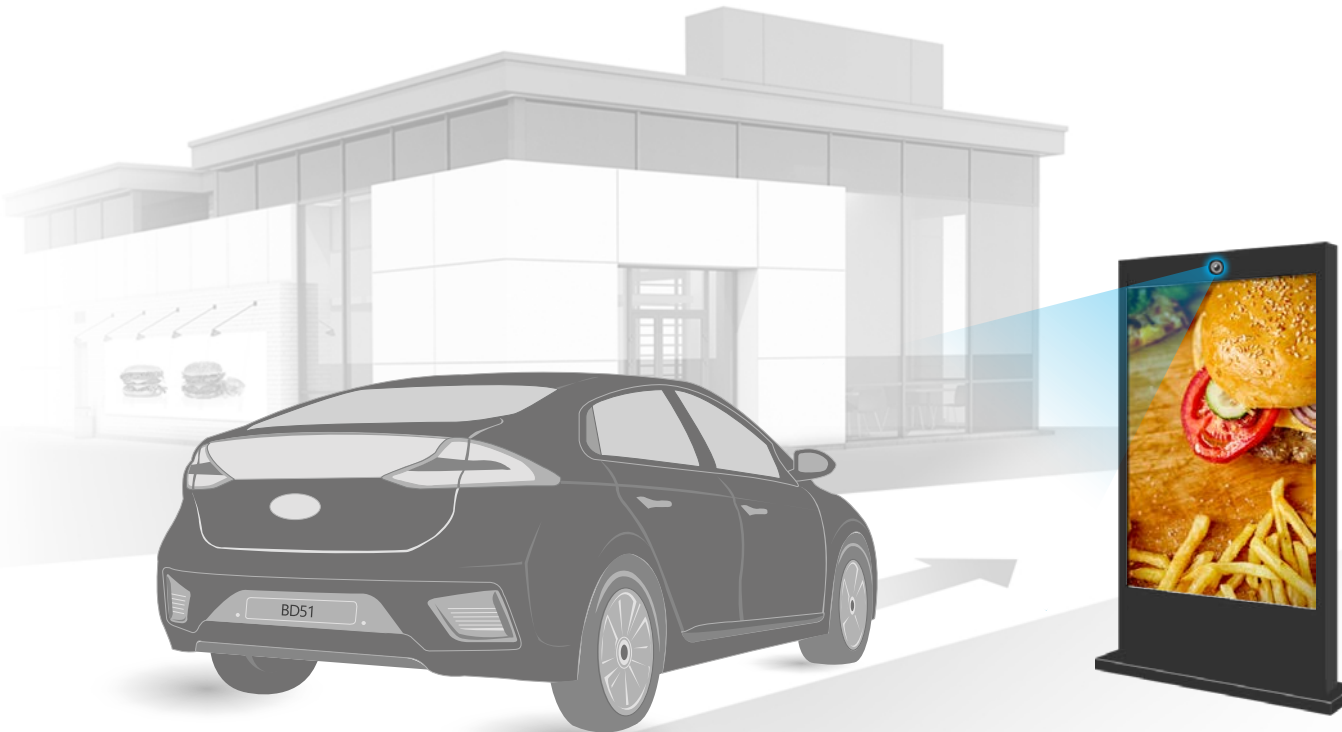
for Quick Service
Restaurants



SAMSUNG SDS

Use Cases – ① Intelligent Customer Greeting Signage

Digital signage at the entrance attracts passengers to come in and show queue information in store as well as drive thru



- ✓ Display sales promotion content and **change its content on digital signage whenever any car comes in** with VA¹ technology
- ✓ **Provide queue information** such as expected waiting time in store and the number of cars ahead in line with waiting time to give option to choose

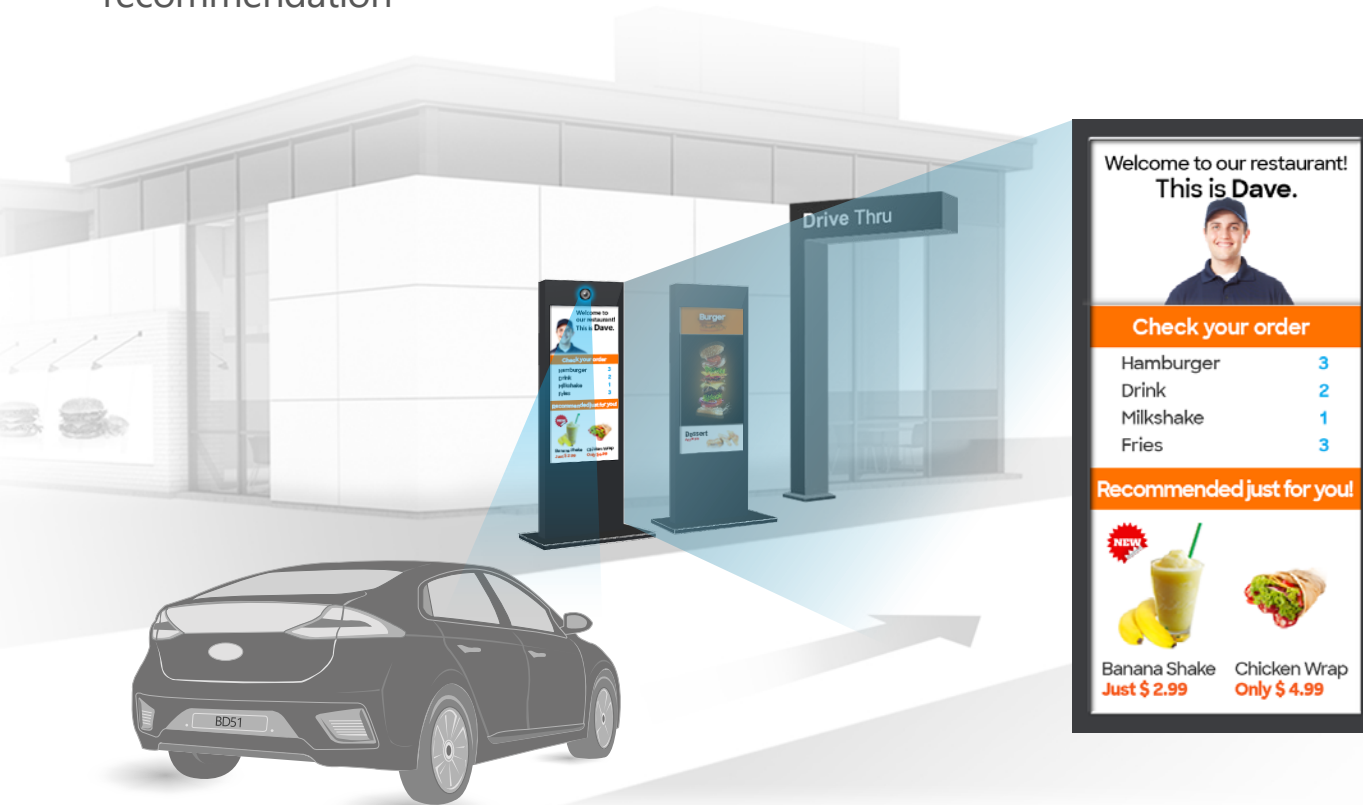
¹ Automatic Number Plate Recognition

Benefit

- Increase customer convenience through queue information
- Attract passengers to come in by showing sales promotion with delicious food images

Use Cases - ② Smart Drive-Thru Ordering

Customers can place their orders at drive-thru by interacting with conversational digital signage and menu recommendation



- ✓ **Enable customers to order** using voice recognition technology (chatbot or STT) with images on screen while staying inside the car
- ✓ **Recognize customers** with ANPR¹ technology **and identify customers' preferences** based on purchase history²
- ✓ Display an **initial recommendation on the screen and dynamically change the recommendation**³ as the order is place
- ✓ **Enable customers to pay** by cards through the kiosk

¹ Automatic Number Plate Recognition

² Enabled by analytics engine

³ I.e. Initially recommended burgers, and after the burger is selected, drinks will be recommended

Benefit

- Enhance ordering convenience with conversational digital signage while recommending other menus
- Optimize crew shifts with an automated ordering process

Use Cases - ③ Drive-In/Curbside Pick-up with Mobile App

Customers that have pre-ordered via mobile may be served timely with their orders accurately acknowledged by the pick-up service crew



📱 **Enable customers to pre-order and pay with mobile app** using chatbot technology

📱 **Enable customers to inform their arrival** with parking lot number through mobile app

✓ **Add new customer arrival information on the digital waiting list** with estimated waiting time via customers' confirmation

✓ **Notify crew of customer's location along with the order information** on his wearable

✓ **Allow crews to close orders** through wearables after delivery

Benefit

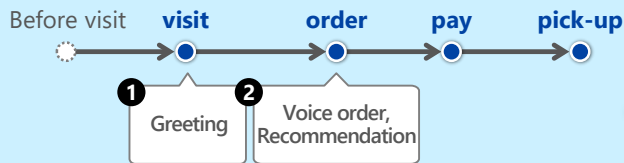
- Improve customer convenience for pre-ordering and pick-up
- Maximize crew productivity by notifying customer's location information in a timely manner
- Generate additional sales with new form of delivery service, especially for stores w/o drive-thru

Use Case Summary for Drive-Thru Experience

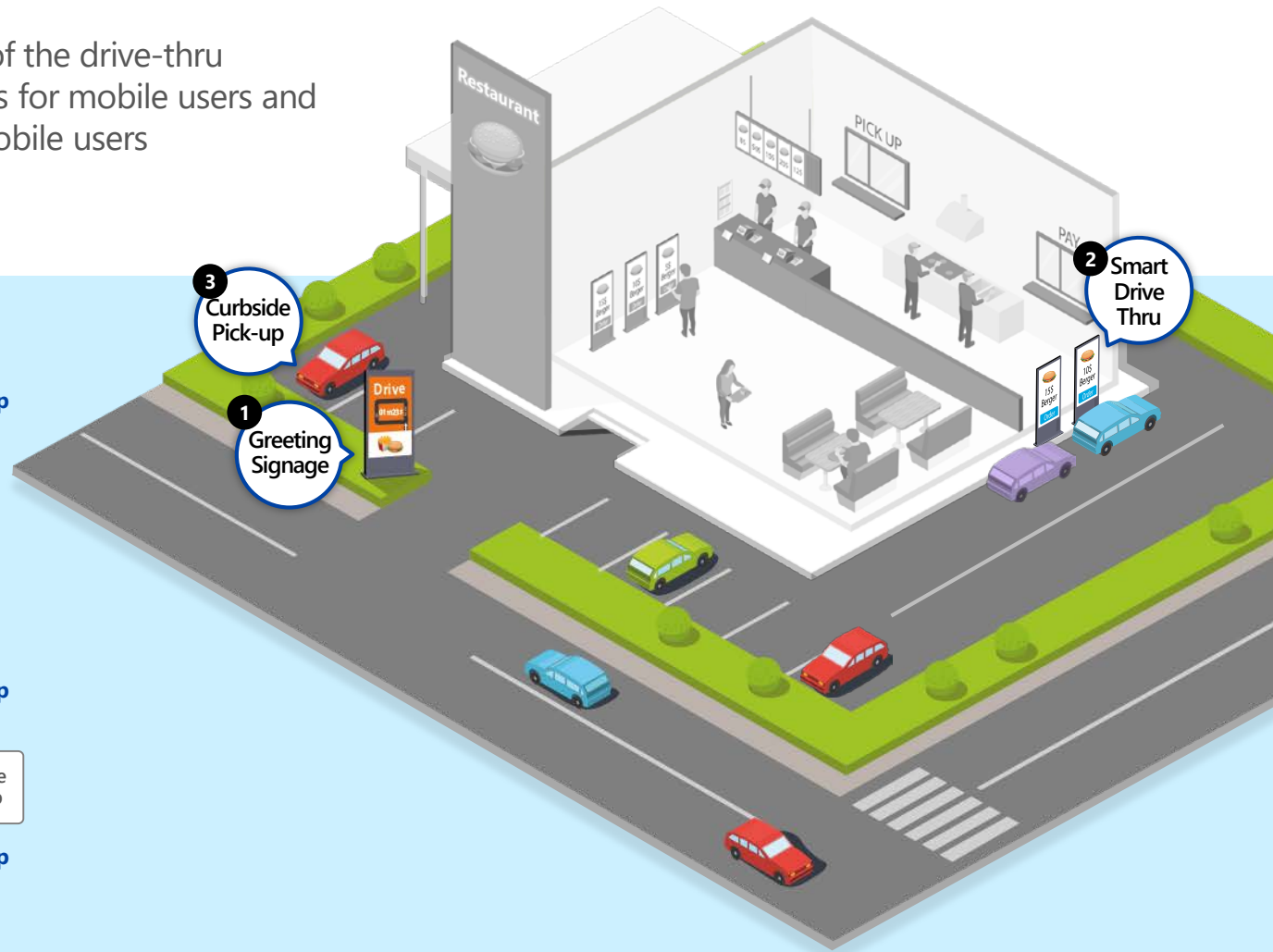
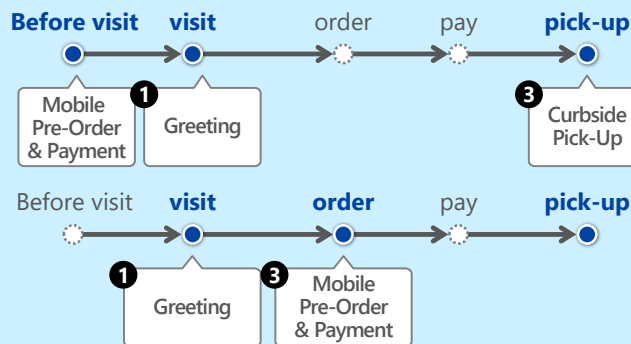
Our use cases enhance the efficiency of the drive-thru experience by streamlining the process for mobile users and offering helpful information to non-mobile users

Legend: ① ~ ③ use cases

Non-mobile App. User



Mobile App. User



Use Cases – ④ Digital Menu Board Content Optimization

Display the content that is most likely to drive sales by leveraging in-store data to assess and increase the effectiveness of the Digital Menu Board



- ✓ VA¹ is leveraged to **measure foot traffic** in the restaurant
- ✓ VA¹ is also used **to captured customers' attention** to each piece of content displayed on the menu board
- ✓ Foot traffic and customers' attention are then combined with PoS data to **assess the impact of the content on sales**
- ✓ Based on the impact assessment, **the content playlist is re-defined, optimized** in a continuous self-learning process

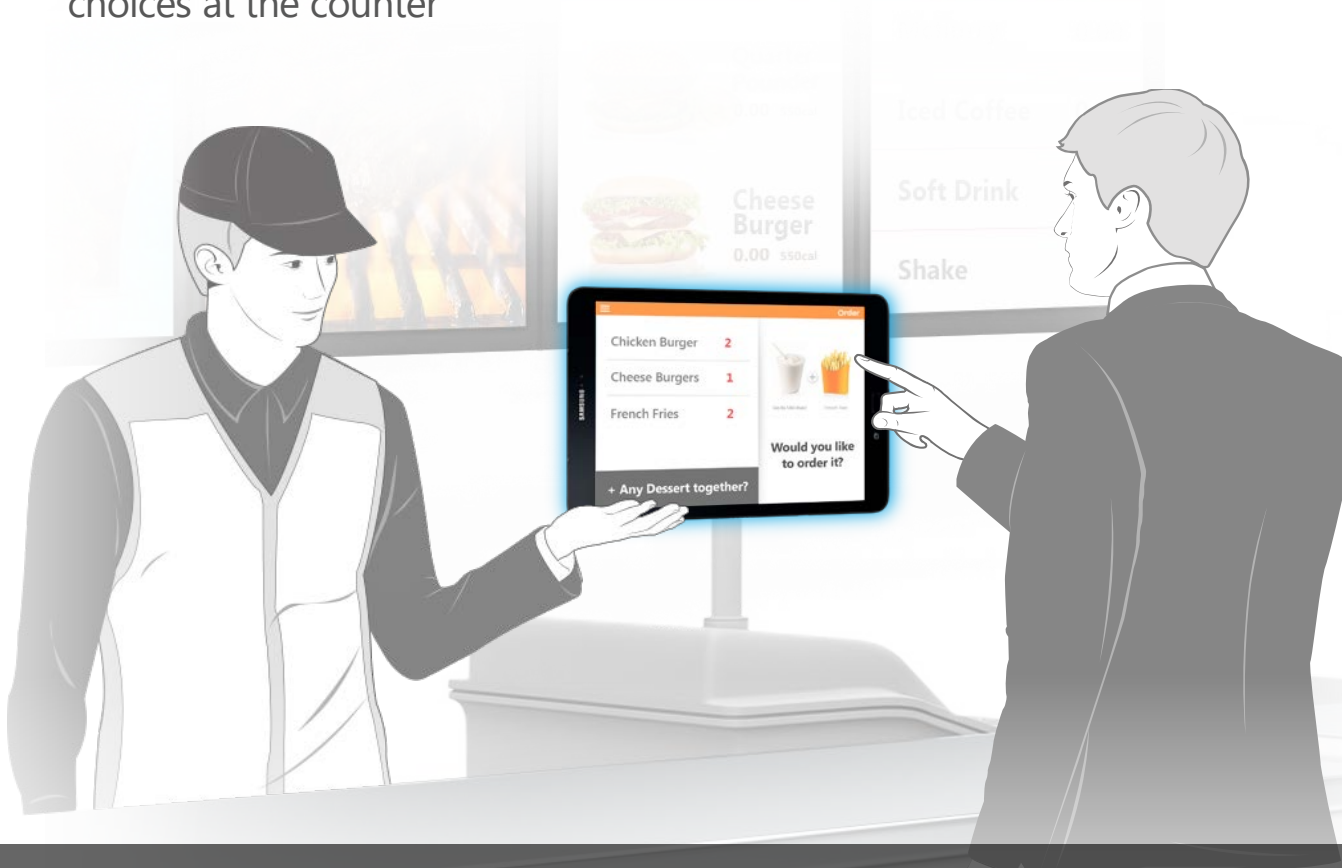
¹ Video Analytics

Benefit

- Drive incremental sales by optimizing the content displayed on the Digital Menu Board
- Allow for improved marketing planning by feeding back the marketing team with optimized, self-learned playlist configuration

Use Cases – ⑤ Intelligent Counter Tablet

Customers can enjoy an efficient ordering experience by receiving menu recommendations related to their choices at the counter



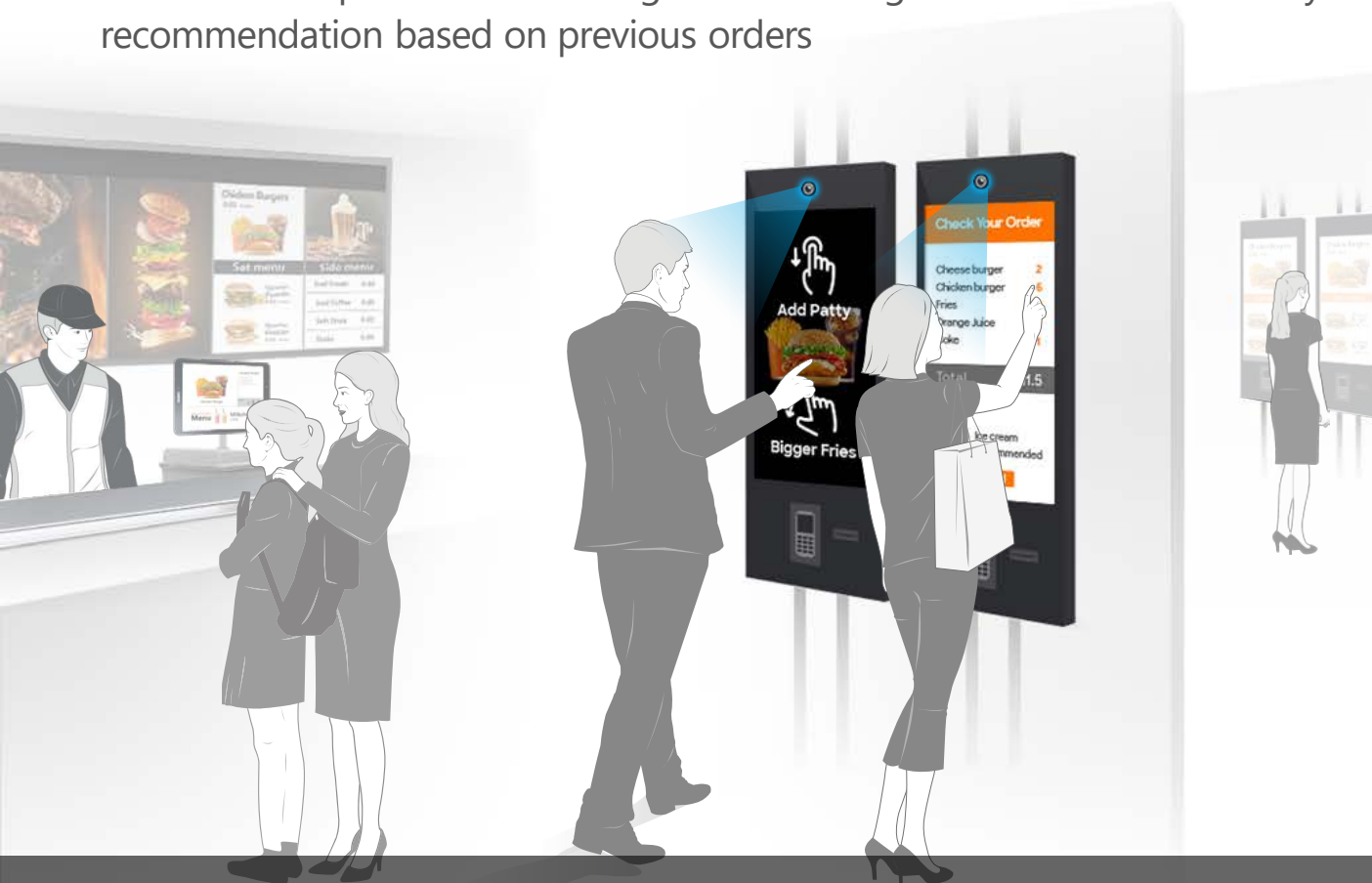
- ✓ **Confirm orders and recommend additional menu** in real-time based on ordered items
- ✓ **Increase chances of upselling** by displaying recommended items

Benefit

- Generate upsell opportunities by recommending additional menus based on customer orders
- Lower ordering time and crew's workload by displaying the order list for customer confirmation

Use Cases - ⑥ Intelligent Self-Ordering Kiosk

Customer can place orders through self-ordering kiosks which has an easy-to-use interface and makes recommendation based on previous orders



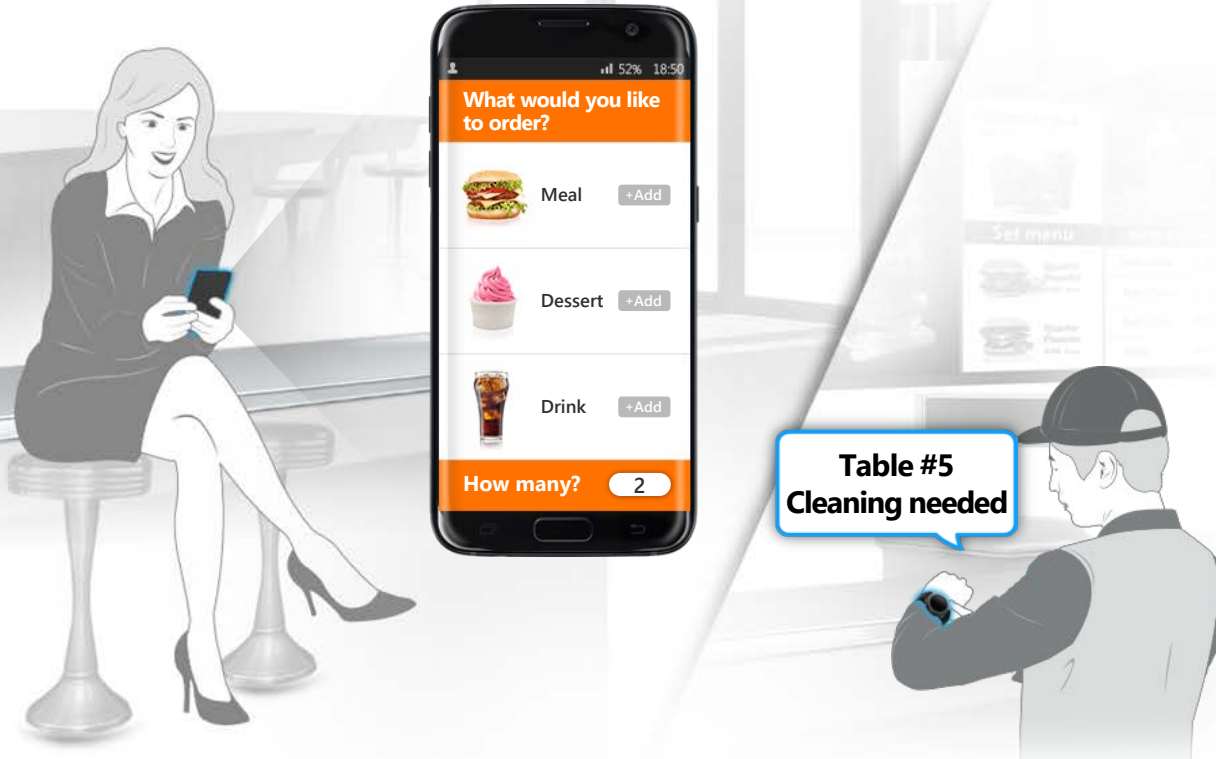
- ✓ **Allow self-ordering and payment** with intuitive user interface, such as swiping a second patty to the burger or pinch zooming to decide the fries size
- ✓ **Recommend additional menu** in real-time based on selected items

Benefit

- Increase upselling with personalized menu recommendations
- Add fun factor to customer's engagement with the brand and maximize awareness

Use Cases - ⑦ Smart Ordering with Mobile App

Customers may receive table services by placing their orders to chatbot via mobile app



✓ **Enable customers to order with mobile app. using the chatbot feature that recommends menu based on purchase history**

✓ **Enable crew call** for cleaning services and conduct **customer survey** to evaluate service quality

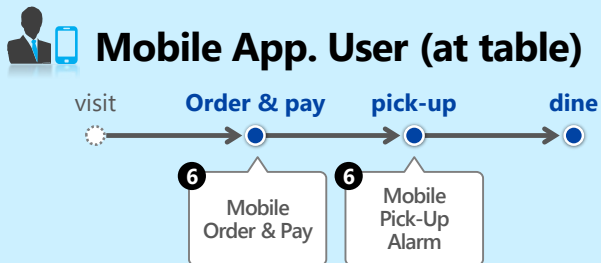
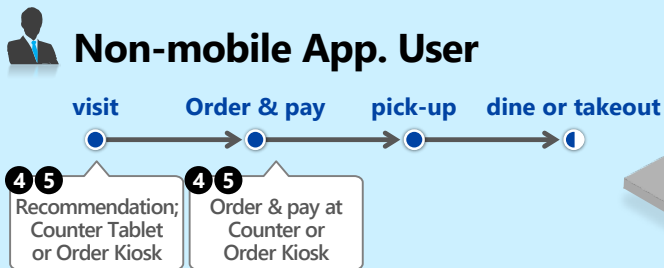
Benefit

- Disperse crowd and enhance convenience by enabling mobile app services inside the store
- Improve crew efficiency by automating the ordering process
- Improve customer satisfaction by calling crew when needed

Use Case Summary for In-Store Experience

Our use cases contribute to sales increase and better customer experience by leveraging multiple digital touch points

Legend: 5 ~ 7 use cases



Use Cases - ⑧ Integrated Content/Device Management

Store and HQ Managers can monitor the status of devices and better distribute content across multiple devices



- ✓ **Enables efficient device monitoring** including alerts such as receipt paper rolls of kiosks running low, system errors, network outages
- ✓ **View status of digital devices** both at drive-thru and in-store
- ✓ **Streamlines content management and distribution**, allowing for reproduction of the right content, to the right device, at the right time

Benefit

- Optimize distribution and monitoring of promotional content
- Maximize uptime and lifetime of digital devices
- Reduce manager's workload by automating operation of devices and systems

Use Cases – ⑨ Marketing Effectiveness Report

Marketers can receive reports on the marketing effectiveness based on the data collected through multiple digital touch points



- ✓ **Analyze the effectiveness of sales promotions** by reviewing sales data and coupon redemption data
- ✓ **Analyze the impact of recommendations** by reviewing sales data per order
- ✓ **Consolidate data collected at different touch points** such as kiosk, mobile app, counter tablet

Benefit

- Maximize sales by increasing the promotional hit rate
- Develop upselling strategies based on optimized recommendation rules

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