



Creating Insights-driven Retail Experiences Playbook

Samsung Nexshop

Table of Contents

Pg 2	Executive Summary
Pg 2	Inform Business Decisions with Real-time Customer Insights
Pg 3	Differentiate Yourself with Meaningful Brand Exposure
Pg 5	Samsung Nexshop - Behavior Sensing & Analytics

Executive Summary

Retailers of all shapes and sizes face similar sets of problems. Keeping up with the ever-changing demands of consumers, accommodating omnichannel buying experiences, and differentiating yourself within a competitive landscape can feel like a daunting challenge. Brands around the world are looking for sustainable ways to address all of these obstacles while maintaining profitability and growth.

Senior Merchandising Specialists, Lead Product Owners, Directors of Corporate Strategy & Growth, VPs of Marketing, etc. are all concerned with truly understanding their customers' buying habits and preferences, and driving brand awareness, which leaves a lasting impression. In this playbook, we review how retailers can use real-time customer insights to build meaningful brand experiences at every touchpoint.

Inform Business Decisions with Real-time Customer Insights

A digitally-enabled retail store with device hardware such as tablets and digital displays is able to seamlessly capture customer information and smart software to report on captured analytics. Imagine knowing that display area A has 20% higher foot traffic and a greater average dwell time of one minute and thirty seconds compared to display area B. Heat mapping technology enables these kinds of takeaways. Since this data is anonymized, you can acquire rich consumer-centric insights without violating a customer's privacy or require opt-in.

Insights gathered from behavior sensing enabled retail stores close the gap between online and physical retail, so you can gather real-time insights that shape decisions, for both the short and long term. No retailer or manufacturer wants to wake up and discover they've lost market share and have suddenly been overtaken by a formidable competitor armed with better data. By generating a brand new source of customer insight and data, you are provided with the opportunity to experiment with messaging, content, pricing and more while learning in real-time.

Imagine knowing that Display Area A has 20% higher foot traffic and a greater average dwell time of one minute and thirty seconds compared to Display Area B. Heat mapping technology enables these kinds of takeaways.

Learn about local customers to test new store locations

Consumer tastes and preferences vary by region. By testing out digital advertising in a target region, you can understand if your brand and marketing resonates with local shoppers and learn how your target market engages with a particular product. Bringing ideas to market quickly enables retailers to stay ahead of the competition. As a retailer, you gain insight to a location's viability without an expensive upfront investment. In addition, you are able to test multiple locations in the same region for a pinpoint accurate analysis of where your buyers are located.

Adjust your overarching marketing strategy based on findings

One important benefit of e-commerce is the ability to easily test and compare various marketing strategies and fine-tune them based on instant feedback. Advanced analytics and behavior sensing create this same opportunity in physical spaces. Blending this with e-commerce, call center and other customer feedback streams provide a rich

foundation for decision-making, so you can be sure your overall marketing and product strategy resonates with your buyers.

Measure impact and patterns in content

By relating behavioral metrics to content, you can discover patterns to shape marketing and personalization efforts. Just as with e-commerce, you can learn how specific content impacts things like dwell time. For example, “The 11am product preview resonated best on weekday nights, with longer dwell times on Thursday and Friday and a 23 percent increase in conversions over other periods.” Or, “This type of content on outward-facing screens works best at grabbing a consumer’s attention.”

The displays can also be edited in near real-time, so you can adjust customer touchpoints with new product options, discounts, and branded content based on the nature of their engagement. You can also set up trigger-based rules that serve different content depending on demographics, the time of day, and more. The possibilities are near limitless.

Discover a better layout for your retail space

By leveraging camera-based heat mapping and people counting software that capture each square foot of your store, you can easily see which products and displays your customers segments are looking at and engaging with, which zones draw traffic, and which get ignored, as well as how these patterns change over time and compared to other locations. Real-time data means you can A/B test content, make immediate changes, and get instant feedback.




Differentiate Yourself with Meaningful Brand Exposure

Omnichannel retailing and the customer experience

Consumers, especially millennials, have developed expectations of an omnichannel buying experience when engaging with retailers both online and offline. What does “omnichannel” really imply with respect to the retail industry? It means providing highly personalized customer service through a wide-variety of channels, including shopping from a desktop or mobile device, buying online, picking up in the store, and brick-and-mortar stores.

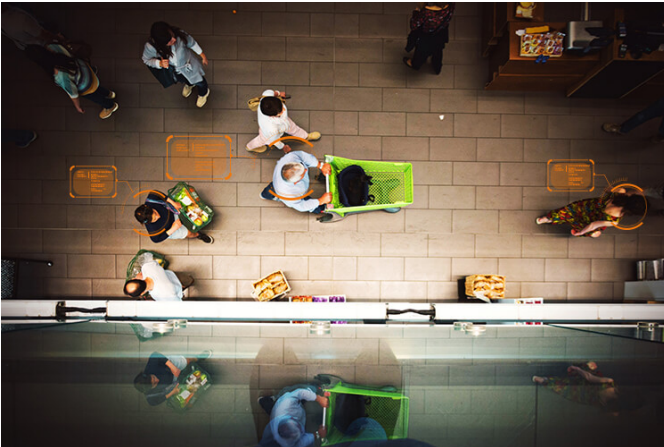
In today’s modern and fast-paced retail environment, shoppers expect in-store pickup, generous online return policies in-store, visibility into store inventory, and mobile application technology to support browsing and purchasing of products. They want the ability to find any information about any product in the store almost instantly. And if something is not in stock, they expect to be able to order it right there and have it delivered to their home shortly after.

Digitally-enabled retail stores present a renewed channel where marketers can gather insights needed to serve tailored product recommendations and options to customer segments down-the-road based on analytics, data, and factual information.

 Online Advertising	 Analytics-focused Store	 Social Monitoring
<p>Receive targeted ads related to your recent searches online session.</p> <p>Ad shows product of interest and a “Shop Now” button call-to-action.</p>	<p>Engage with real people using immersive technology.</p> <p>Leading-edge devices showcasing products in an interactive medium.</p>	<p>Social responses from a brand whose product you viewed.</p> <p>The post grants an offer related to experience with the product.</p>

Samsung Nexshop – Behavior Sensing & Analytics

Gain insights into in-store customer behavior to improve operational efficiency



Samsung Nexshop Behavior Sensing anonymously gathers customer activity as consumers walk through the store to allow retailers to continuously improve operational efficiency, enhance customer engagement, and bolster revenue.

Make effective marketing decisions and enhance your store management based on objective analysis of customer behavior. Collect and analyze data from in-store customers and their preferences. Retailers can allocate staff more strategically and confirm marketing effectiveness.

Features & Benefits

Optimize store layouts based on data insights

Enhance your store management and position products strategically by analyzing in-store customer movement and dwell times in each zone to bolster revenue.

Improve marketing campaign effectiveness

Develop effective marketing strategies using comparable analytics of customer flows to ensure that your digital signage is reaching the target audience.

Allocate staff optimally based on heatmaps

Leverage real-time heatmaps to determine precisely how many associates you need at what times and what locations to improve customer experience.

Continuously improve in-store operations

By leveraging data and insight, retailers can continuously improve operational efficiency, enhance customer engagement, and boost their bottom line.

About Samsung SDS America, Inc.

Samsung SDS America (SDSA) is the U.S. subsidiary of Samsung SDS, a \$9B 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, Inc. visit www.samsungsds.com/us/en or email us at bd.sdsa@samsung.com.