

# SAMSUNG Nexshop

## Behavior Sensing

# Get insights into in-store customer behavior to improve operational efficiency

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

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 they 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.

## Benefits

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

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

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

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

## Features

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

- Measure store traffic
- Understand traffic concentration with zone count and heat map
- 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

### Learn More

HARMAN Professional Solutions is a preferred distributor of SAMSUNG Nexshop in the U.S. To learn more about Nexshop along with HARMAN's complete offerings for retail destinations, please visit <https://pro.harman.com/samsung-nexshop>



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