



SAMSUNG
Nexshop
Digital Experience

Deliver a unique in-store experience to grow customer loyalty

Brick-and-mortar retailers are looking to strengthen their relationships with customers by offering more valuable and compelling experiences.

Nexshop™ Digital Experience enables retailers to deliver an intelligent, interactive in-store shopping experience that exceeds customer expectations and grows loyalty. Retailers can more effectively engage customers by displaying targeted content and personalized messages on tablets and displays strategically placed throughout the store. They can even deploy virtual reality to gamify the in-store experience, transforming the store into an interesting destination that customers look forward to visiting again and again.

Benefits

Differentiate your shopping experience: Use interactive screens, cutting-edge devices, and virtual reality to deliver targeted in-store promotions and product details to customers

Improve control over your brand: Deliver consistent messages to customers across your organization while giving individual stores the freedom to control content delivery

Let customers take the in-store experience home: Give customers a digital catalog of their in-store interactions on their mobile devices so they can review activity and share it with others

Features

Content management	quickly distribute product and marketing content from headquarters to display devices in stores while enforcing content consistency
Interactive experience	Give customers self-service access to content on tablets, digital information stands, and large multi-panel displays to improve the in-store experience
Personalized clienteling	equip sales associates to dynamically present customized information to customers using a tablet synchronized with large format displays
Virtual experiences	use virtual reality to enable customers to experience products not available in stores
Mobile interactions	Give customers a digital catalog of their in-store interactions to review later on a mobile device
Device management	Centrally monitor and manage digital devices across the store to increase operational efficiency
One-stop-shop	Obtain all the components for your retail customer experience from one vendor
Easy-to-deploy	Cloud-based content management system eliminates the need to install, manage, and maintain hardware and software

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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