SAMSUNG

Becoming a digital transformation expert

Harness the power of data to elevate the in-store experience

Bringing a digital mindset to brick and mortar stores

Brick and mortar retailers need a new approach to engaging customers. The future of shopping will rely on the same interactivity, optimization, and analytics that e-commerce websites have. Luckily, stores have access to incredibly valuable data, and with the right integrated technologies, can drive more visits, larger basket size, and increased purchase frequency while building customer loyalty.

The problem

Losing the shopping war

Brick and mortar retailers continue to lose ground to e-commerce. Most have yet to explore the promise of digital technology, but it is not too late.

Evidence indicates shoppers are still interested in shopping at stores. There are many aspects of shopping in person that are simply not fully replicable online.

"Across both [Gen Z and Millennial] generations, just over a quarter of the participants plan to favor online shopping more after the pandemic subsides."
- *Total Retail*[1]

For the majority of shoppers, real world experiences still hold plenty of value. Retailers can take advantage of this by embracing digital transformation initiatives to provide the customization and data capabilities of e-commerce with the tactile experience only in-person shopping can offer.

The traditional retailer mindset

Many retailers have not embraced digital transformation, and risk falling behind their competitors in driving store traffic. Oftentimes retailers do not use tactics grounded in solid data, instead relying on antiquated metrics to gauge store performance.

Simply counting the volume of customers that come in and out of a store is no longer good enough. Retailers need to understand the intent of shoppers who enter their stores, yet they typically have no effective method to differentiate between people who are:

- Just browsing
- Delivering a package
- Tagging along with their family
- Actively engaged and looking to purchase

This leads retailers to base decisions on an incomplete understanding of the Connected Customer Journey, which limits their ability to drive store traffic, revenue, and loyalty.

Re-engage and excite shoppers

Retailers willing to embrace digital technology have a massive opportunity to grow despite the headwinds caused by e-commerce. The key is to properly leverage their own in-depth, first-party data to understand customer intent, influence behavior, and improve the overall customer experience. That requires deploying technology to gather and analyze data in a way that produces meaningful insights.

SHOP THE LOOK

The solution

Many retailers hesitate to add new technology to their existing investments. Luckily, by integrating their current systems with MagicINFO, they can still create fresh experiences, allowing retailers to enhance the connected customer journey in whole new ways. Integrated digital technology that couples guest behavior tracking and custom content delivery allows retailers to enhance the connected customer journey in whole new ways.

MagicINFO Content Management Platform
+ FastSensor Foot Traffic Analytics
= Full Customer Journey Analysis

Analyze and direct traffic patterns

Foot traffic analytics and engagement tracking with technology like FastSensor helps retailers understand traffic patterns in front of and throughout their locations. They can see in real-time how many people and vehicles pass in front of a store, how many stop, and what percentage of people actually come through the doors.

This allows retailers to analyze and direct traffic patterns, uncover trends, test signage, and improve curb appeal.

Long-range thermal and radio-sensing technology allows retailers to monitor in-store traffic and collect non-personal identifiable data. Retailers can monitor foot traffic, average wait times, high-engagement areas, returning customers, existing loyalty programs, and customer conversions. Previously similar analytics were only possible for websites—now, they are viable in physical spaces.

FastSensor artificial intelligence systems differentiate between engaged shoppers and browsers. A heat map based on customer behavior can be used to pinpoint exactly where shoppers spend most of their time and guide strategies for engaging with them more deeply. For example, if shoppers consistently pause in front of certain items, relevant digital signage can push them further along the customer journey with special offers, related social content, or helpful how-to's. Further, digital signage in high-traffic areas can draw shoppers into other parts of the store to increase time on site and basket size. Heat maps help retailers identify where to place digital signage to push customers.

By integrating FastSensor with MagicINFO Cloud, you can use the data points you gather to trigger content changes, prompting strategically-placed digital signage with fresh, timely, and relevant visuals that engages shoppers at every point of the customer journey. MagicINFO helps direct customers to what they want most and keep them engaged longer, increasing the likelihood they make a purchase.

Taking it one step further, consider that 50% of consumers[2] say they use a brand's mobile app while shopping. That means retailers can send personalized notifications to shoppers who double opt-in, further deepening engagement opportunities with customers; and by integrating point of sale systems with MagicINFO, you can gain a complete picture of the customer's entire experience from the parking lot to the register.

MagicINFO and FastSensor allow retailers to analyze the full customer journey and develop a funnel of data that gives the complete picture of what is happening at any retail location.

Content is king

To stay competitive, retailers need to embrace in-store content that pushes shoppers further along the buying journey. A content management system is only as strong as the assets it houses—meaningful, useful, and timely content is what ultimately improves the customer experience.

70% of consumers[3] think digital signage is entertaining. However, consumers increasingly expect more than loops of the same sequential videos and images. It's time to deliver a more interactive and dynamic experience.

Brand building with content

Content is a major challenge for many retailers. If assets are only updated seasonally (at best), shoppers will not be spurred to spend their hard earned money when they see the same signage over and over.

Content is a major problem for retailers. It requires a lot of work for organizations to keep it updated muchless timely and customized.

Now, retailers need to push toward in-store content creation with the same mindset they have for digital marketing—the emphasis should be on testing and tailoring. With greater store traffic data at their disposal, marketers have the opportunity to leverage social and digital assets in stores while complementing that with unique visuals that speak to local events, limited-time offers, and store navigation.

Look for ways to customize content at the regional, local, and even customer levels so each shopping experience feels fresh every time. Time of day, weather, and seasons are other common content themes for customizing the in-store experience. Then by studying engagement results, marketing teams can make more of what works, and test ways to improve what does not.

To simplify content creation, Samsung MagicINFO includes a broad library of templates, icons and images, offering greater flexibility to tailor content for your unique audience needs. Retailers can quickly create and deploy targeted content to push shoppers further along the customer journey.

Social integration

Common in e-commerce environments, retailers now have more opportunity with the MagicINFO platform to integrate curated social media content in stores. Social content often feels more authentic to consumers—and is easier to source than brand-new media. With built-in social listening from our partner, SPRINKLR, you can update social content automatically to stay in trend in pull in the latest customer reviews. For example, a pet store can serve customers social content based on the most popular breed in the local area, enriching the buying experience and adding a touch of whimsy to the otherwise mundane task of buying dog food.

Retailers can get extremely creative with their digital signage. Even everyday products—like mayonnaise, for example—can be brought to life with social media content. A grocery store might partner with an influencer to create sandwich recipes that feature the product and create a crave-worthy must-buy moment at the shelf.

As content management systems advance, they can integrate with even more content types. With the popularity of live streaming on the rise, retailers could broadcast live events to all stores—think about the excitement a trendy fashion label could create by streaming an exclusive runway show to promote a newly released line available only in stores. A beauty brand could live-stream influencers trying out products and engaging with shoppers live. An electronics retailer could livestream an esports event featuring the latest games, consoles, and accessories. This level of interactivity is the future of retail.

Touch technology

In order to stay competitive, retailers must provide a shopping experience that not only fulfills customer needs but exceeds their expectations of discovery, autonomy, and personalization. Touch technology does just this. By engaging customers in familiar ways—particularly younger shoppers who embrace seamless screen engagement—retailers can deliver impressive and novel shopping experiences while gathering useful customer data and advancing shoppers through the Connected Customer Journey.

Implementing touch technology at the right moment in the ideal placement can persuade customers to travel to parts of a retail location they otherwise might not have visited or discover relevant deals. Retailers can also use this technology to automatically change content to promote cross-selling or allow customers to self-educate. A customer browsing lipsticks could see different applications, learn how products are made, or swipe through a complete range of color selections.

With touch technology, customers can now fully own their shopping experience and personalize how they explore products, brands and services.
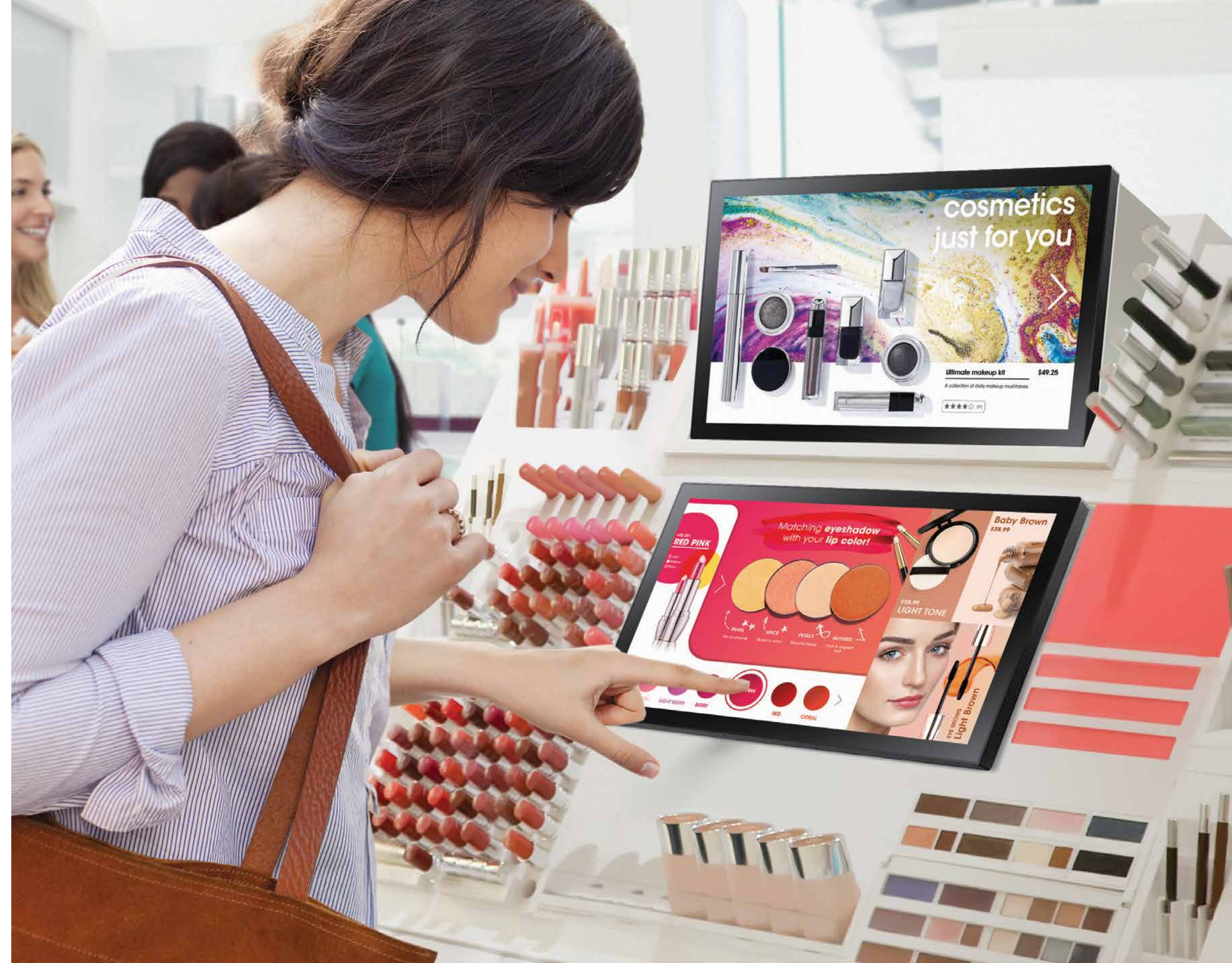
Programmatic advertising

Justifying capital expenditures on new hardware and software across hundreds or even thousands of retail locations can be tough. Luckily, retailers now have access to revenue-generating opportunities for their displays. For example, Samsung's programmatic advertising platform allows retailers to quickly recoup the costs of their technology investment.

The crucial feature here is curation—you'll want to make sure you have complete control over what appears on in-store digital signage and when. Retailers can opt out of certain advertising verticals, such as alcohol or cigarettes, and they can limit the amount of advertising so as not to take away from their own brand experience..

To help facilitate successful curation, Samsung supports adding to and updating programs in your existing display fleet with MagicINFO. We can also work together to build an ROI model based on your revenue estimates.

Security and risk mitigation

When it comes to in-store digital displays, security is a big concern. Mitigating this issue requires vigilance over the displays themselves, your content management platform, and your data collection system.

Secure displays

There's a reason standard televisions won't work in a retail setting: you don't want passers-by to be able to change the channel. To ensure no content on digital signage will be off-brand or potentially offensive, look for displays with higher levels of physical and software-based security to prevent anyone from hijacking the devices.

Personal identifiable information

Retailers may be concerned about changing laws regarding personal identifiable information. No organization wants to invest in technology that does not live up to legal and ethical standards. Additionally, platforms containing valuable data are constantly under attack from malicious hackers. Reducing the risk around this is imperative for retailers embracing digital transformation.

For example, Samsung uses global considerations around personal identifiable information to ensure that there are no future legal issues, while multi-layered Knox Security blocks malicious code execution. All data remains housed in a secure remote PC or server. This allows retailers the assurance that all personal identifiable information they collect is secure.

Operational redundancy

Many retailers have scaled back IT departments, creating increased reliance on their hardware and service partners. Samsung, for example, can handle all management related to a retailer's digital signage— if an issue arises, the team can quickly identify the problem and take corrective action.

Content management systems like MagicINFO allow for layers of management. They can be controlled at the store, region, and corporate levels, ensuring multiple layers of redundancy in case a problem occurs. Here again, the right service provider will add yet another layer of security. With MagicINFO Cloud, for example, Samsung can also provide remote monitoring to ensure the software is secure and up-to-date, and help with 24/7 troubleshooting so systems continue to function optimally.
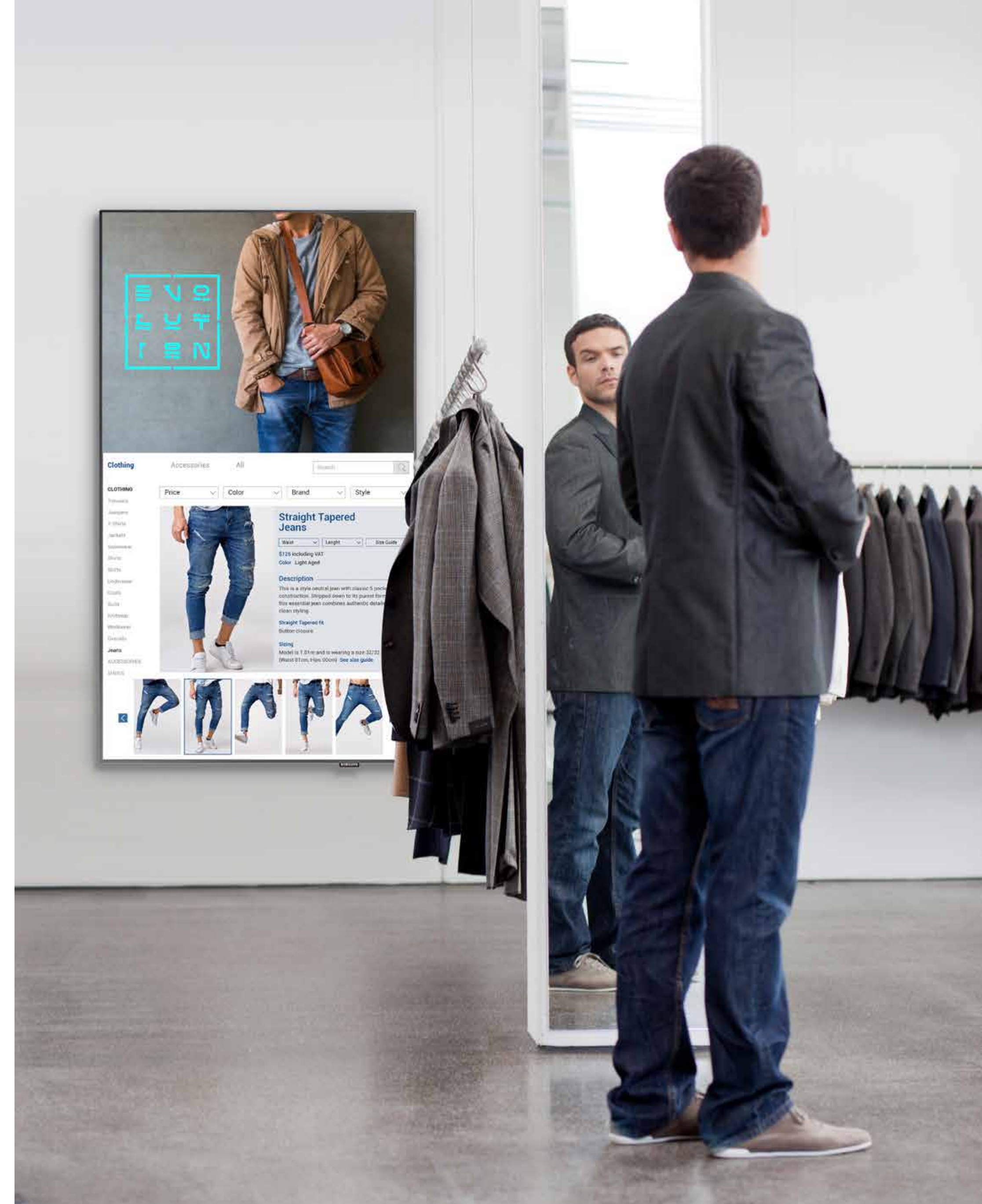
Embrace the future

To stay competitive, retailers need to embrace digital transformation. Luckily, the tools and technology have advanced to where the dream of an elevated digital-driven brick and mortar shopping experience is within reach for forward-thinking brands. By coupling Samsung displays and MagicINFO content management with FastSensor data collection tools, retailers can develop a complete picture of the in-store customer journey and make every step of the experience more inspiring and profitable—from entrance to check-out and beyond. Future-proof your digital transformation with Samsung's consulting services driven by deep Retail experience and insights. The future of retail looks stunning with Samsung.

Footnotes:

[1] Total Retail, https://www.mytotalretail.com/article/how-gen-z-and-millennials-are-influencing-the-future-of-shopping/ (3/1/21)

[2] Suzy, https://suzy.com/psfkfutureofretail2020?utm_medium=partner&utm_source=PSFK (2020)

[3] Markets and Markets, https://www.marketsandmarkets.com/Market-Reports/interactive-display-market-36223528.html

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