

**SAMSUNG**

# Visual Retail

Streamlining operations to drive customer engagement, improve workflows, and boost ROI



# How to use this retail technology guide

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## Welcome to the future of retail.

This visual technology guide is designed to illustrate a customer journey as well as benefits for both shoppers and employees.

The first section of each page is a specific customer journey example illustrating how digital displays can guide, influence, and engage shoppers. Follow a mom through her journey as she shops for her son. Learn the ways digital display, kiosk, and video walls engage and entice her purchasing behaviors: from casually browsing items to a very intentional purchase, returns, or even using a mobile application.

Then, take a look at how the customer behaviors are affected by each product in a complete digital ecosystem and the operational benefits they provide to different retail roles. This is not just about incorporating eye-catching visuals, a true digital retail system can boost customer engagement as well as employee morale. Each customer behavior influenced or operational role benefited is noted with an icon.

**Let's explore how a complete digital ecosystem in retail stores can intrigue and engage customers while providing assistance and streamlining workflows for employees.**

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# Engagement & Empowerment

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To stay competitive, brick and mortar stores must encourage customer engagement and empower their employees. Many stores try to guide their customer journey, but then fail to take advantage of digital assets which can be integrated to drastically improve operations. This leads to detached customers, inefficient content management, and employees feeling shackled by the technology that is meant to help them. On the other hand, **employee engagement has been shown to rise by 25%** when digital signage is implemented, and **digital displays have shown they capture 400% more views than static displays.**<sup>1</sup>

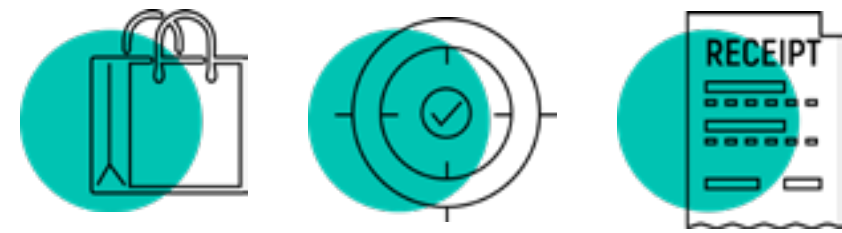
With staffing shortages on the rise, it's more important than ever to give your employees the digital tools they need to succeed. Let's explore several in-store customer journeys guided by technology and the coupled operational employee efficiencies that can be customized to your retail business.

**Discover how a quality digital ecosystem creates loyal customers while also streamlining content, inventory, returns or exchanges, and brand or sale promotions.**



# Outdoor Signage

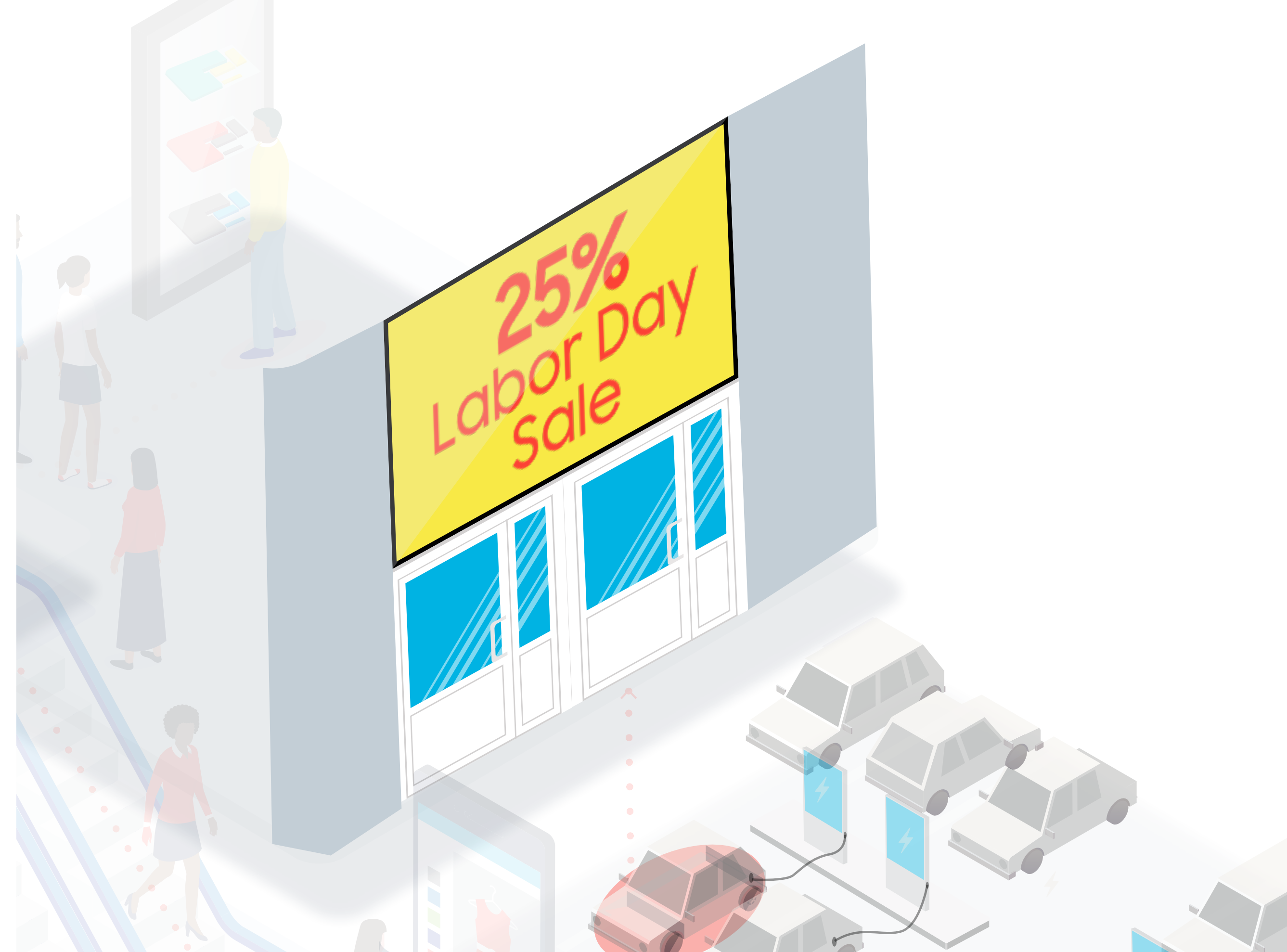
A mom, let's call her Diana, drives past a store and sees an ad for a discount on the clothes her son has been wanting. She decides she can spare a few minutes to run inside and shop.



Showcase the latest trends and draw potential customers in with specials or branded events. Outdoor signage inspires customers to engage with your brand and sparks interest in new products. **76% of US consumers tend to enter a store for the first time simply because its digital signage appeals to them.**<sup>2</sup>



Catch the eye of passersby with content that inspires or reflects the lifestyle of your brand. Outdoor digital signage can display specific brand content, support your social media presence, or even highlight local or area events that you participate in or support.



## Customer Behaviors Influenced

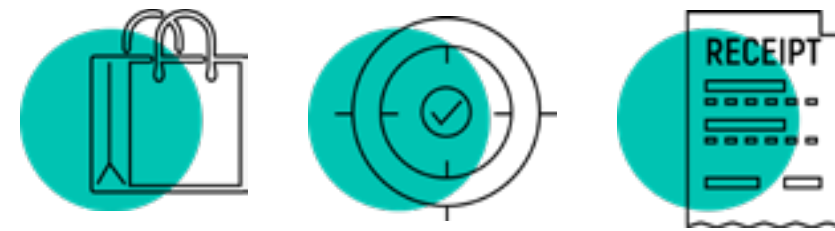


## Operational Benefits by Role



# EV Charging

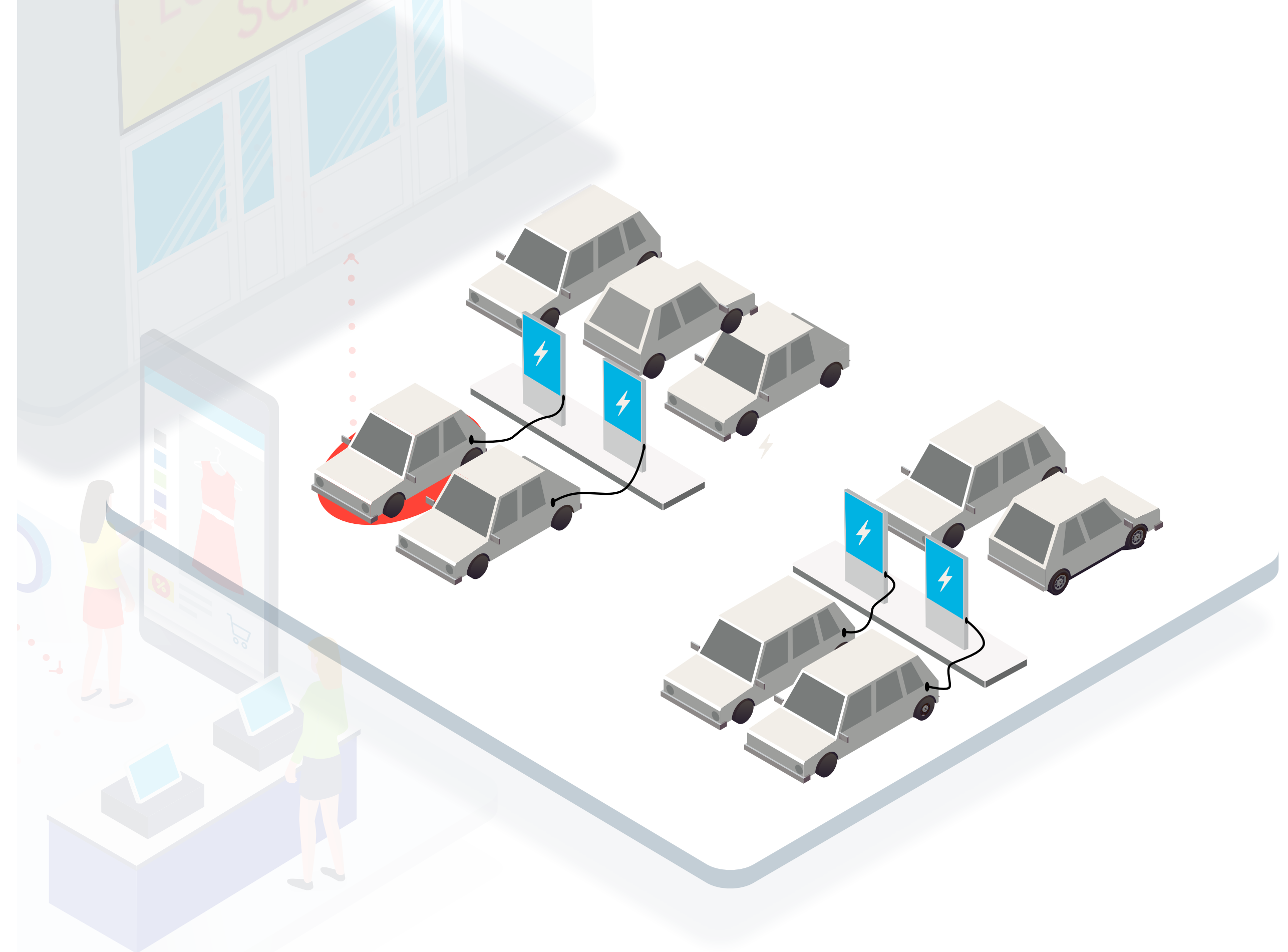
While parking her electric vehicle, Diana sees branded promotions on the EV charging station. This catches her attention with new seasonal offerings while reinforcing the brand's narrative and aesthetic.



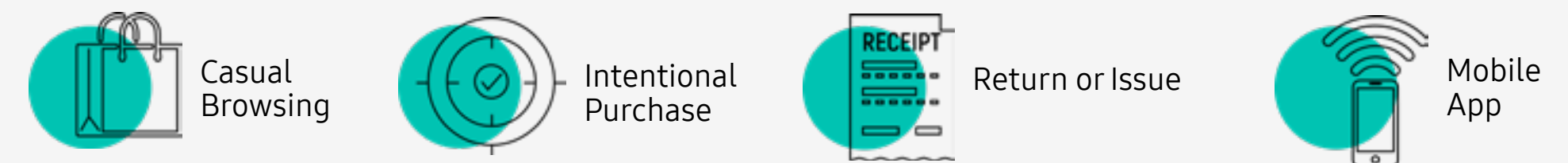
Before they even enter your store, speak to potential customers with customized content that's relevant to their geography and demographics. Give your customers more than just your brand with helpful tips, weather, or other information to provide a more holistic experience.



Welcome customers immediately with content that appeals to their needs and highlights where you want to direct foot traffic. EV chargers also have great potential to pair with mobile apps for promotions, pick-ups, or returns. Promote social, loyalty programs, or even special branded events.



## Customer Behaviors Influenced



## Operational Benefits by Role



# Wayfinding Displays

As she steps into the store, Diana is welcomed by wayfinding signage that quickly points her in the right direction. She is able to locate the area where her son's clothing would be and head to that part of the store.



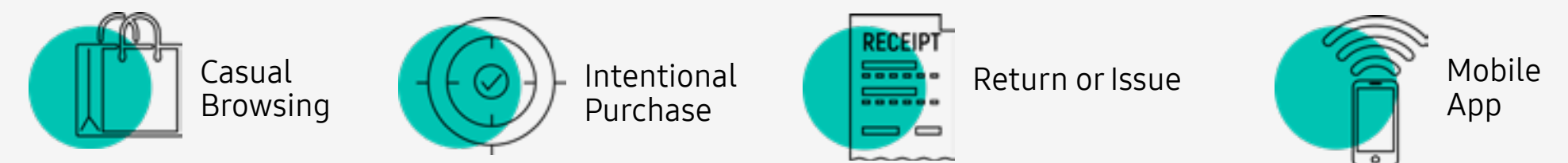
Once inside, help customers quickly find their destinations or guide them to explore areas they may normally not visit. Customers are more likely to remember their shopping experience if they find it easy and/or helpful. **Digital signage has been shown to have an astounding recall rate of 83%, and has a 47.7% effectiveness on brand awareness<sup>3</sup>**—impressive rates for the modern customer who is inundated with information.



Wayfinding can help employees on a daily basis by efficiently directing customer flow, allowing associates to focus on other needs. They can also serve as helpful emergency systems in case of severe weather or in-store alerts, pushing timely content to every screen.



## Customer Behaviors Influenced

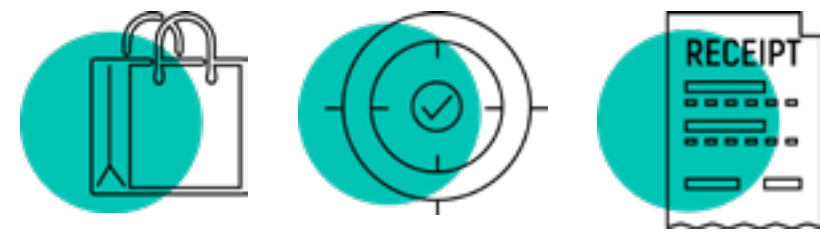


## Operational Benefits by Role



# Indoor & Interactive Displays

As Diana walks to the section of clothing she initially came in for, she passes by a makeup counter and notices a fun interactive screen that digitally allows her to try on different shades of lipstick. She stops and engages with the screen, selecting a lipstick and checking that out before moving onto the clothing section.



Once customers are in the store, enhance their shopping experience with vivid indoor displays. Interactive options allow personalized branding and advertising that make use of the new digital landscape. Customers appreciate relevant communication using social media and are further engaged with interactions like letting a customer “try on” makeup in augmented reality. The more customers engage with your brand, the more likely they are to increase their purchase size and return frequently.



Employees love an easy in-store content management system, like Samsung MagicINFO, that helps them stay aware of inventory updates and switch promotions smoothly. Instead of spending time creating content or searching the back of the store for products, employees can rely on real-time information that minimizes confusion and allows them to focus directly on customers. Providing your employees with intuitive, efficient systems also improves work ethic. **A study showed that employees who feel appreciated by their company are inspired to work 60% harder.**<sup>4</sup>



## Customer Behaviors Influenced



## Operational Benefits by Role





# The Wall

Taking the escalator to the clothing section, Diana passes Samsung's The Wall microLED display. On it, the promotions she saw at the EV charging station are repeated and then an ad about the store's social media and newsletter deals are also shown. Diana briefly takes out her phone to check the time and decides to add the brand on social media to qualify for the promoted discount.



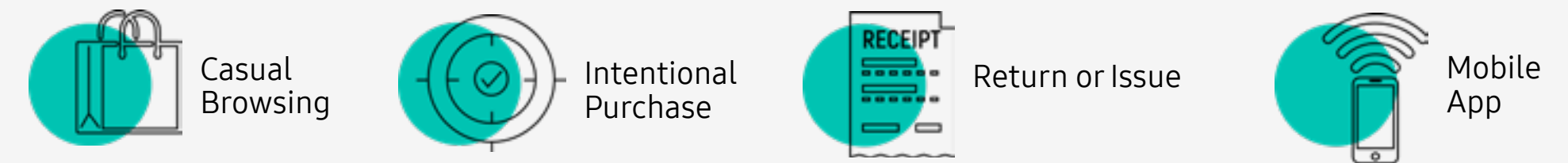
Making an excellent first impression is everything. With The Wall, customers get an immersive shopping experience that showcases your brand in profound ways. A customizable, bezel-less display with best-in-class visuals, The Wall creates the perfect opportunity to wow customers the moment they step through the door.



The Wall is a functional asset for employees and managers. As a best-in-class display that can be customized to any space, The Wall can be used in boardrooms and control centers to create clear, compelling visuals that encourage operational excellence. The Wall All-in-One is easily set up and can be managed with little technology experience.



## Customer Behaviors Influenced



## Operational Benefits by Role



# Inventory

When Diana gets to the clothing section, they don't have the right color and size that she wants. She asks an employee to check to see if other stores in the area might have what she's looking for in stock. With real-time data, the employee is able to help Diana determine that they can ship the right color and size to that location.



Locating products and streamlining the checkout process is a key feature of the customer journey. With a digital retail ecosystem, it's easier than ever for shoppers to find exactly what they're looking for, or order an item that's out of stock. This gives the customer control over their shopping experience and increases the efficiency of your business.



Disruptions to the supply chain and staffing difficulties present real hurdles for vendors everywhere. **70% of retailers see their potential gains in 2022 hampered by employee shortages and nearly the same percentage (68%) see supply chain disruption as a potential drag on performance this year.**<sup>5</sup> These conditions require vendors to maximize efficiency at every opportunity. Digital ecosystems that track inventory and keep managers abreast of retail developments in real time are central to maximizing the productivity of your staff and keeping them abreast of product supply.



## Customer Behaviors Influenced



## Operational Benefits by Role

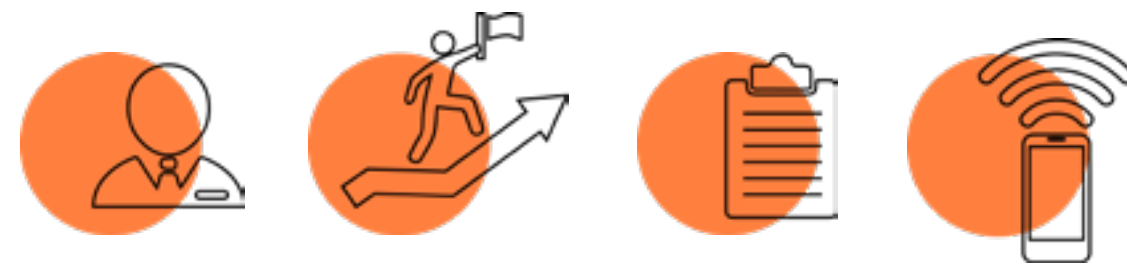


# Social & Loyalty

As Diana places her order for the clothing, she sees another digital screen showcasing the benefits of following the store's social media channels including exclusive deals and offers. This is appealing since she already shops here frequently but is always keen on sales and new products.



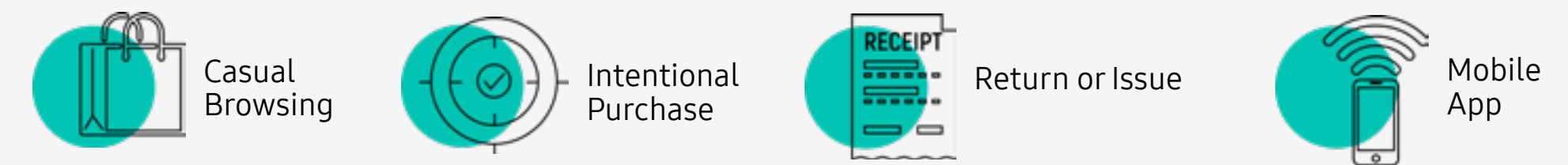
It's difficult to understate the power of social media in today's customer experience. **After seeing social media posts with product info on the digital screens, 87% of consumers took a specific action, like following the brand, visiting its retail store, or making a purchase.**<sup>6</sup> Now, it is easier than ever to take advantage of social media to generate brand loyalty with Facebook, Instagram, and TikTok. Social media is a unique aspect of the digital marketplace that can be used to promote loyalty programs, generate new leads, and increase sales.



Loyalty programs are a tried and trusted feature of nearly every market imaginable. As many as 84% of consumers say they're more apt to stick with a brand that offers a loyalty program. **And 66% of customers say the ability to earn rewards actually changes their spending behavior.**<sup>7</sup> In the digital age, retailers' ability to promote loyalty programs and generate sales is greater than ever. Reach a wider audience and increase revenue with digital loyalty programs.



## Customer Behaviors Influenced



## Operational Benefits by Role

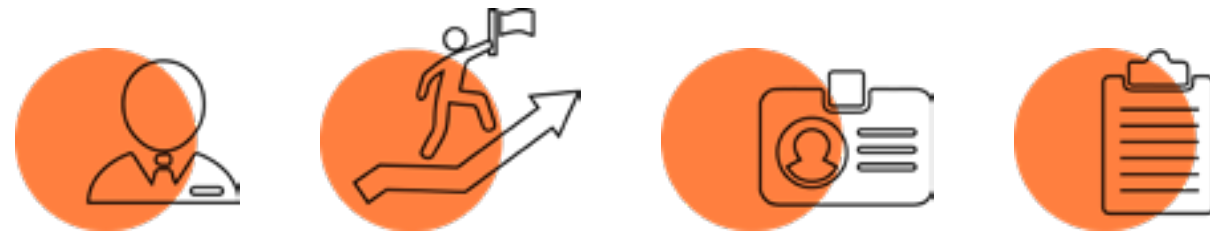


# Mobile Apps

Diana once again takes out her phone as she begins to leave the store to compare a similar product. While walking, she thinks about her upcoming event and realizes she needs to shop for herself as well. Diana downloads the mobile app to make shopping and ordering even easier.



Customers are increasingly centering their shopping experience around their mobile devices. In the world of ecommerce, mobile orders make up a growing share of net sales— in-store, shoppers are using their phones to enhance their shopping experience. Many of the most successful brick and mortar businesses, like **Walmart, Target, Nike, Walgreens, and The Home Depot,**<sup>8</sup> have integrated apps that allow customers to shop or explore as they desire. Integrating mobile devices into the customer journey also creates more options to interact before or after customers arrive at the store.



**In the recent Retail TouchPoints Store Operations Benchmark survey, 60% of the retailers surveyed reported that they had increased labor hours devoted to store-based fulfillment, including BOPIS, curbside pickup and ship-from-store.<sup>9</sup>** Investing in key technology to fulfill this permanent shift in retail expands engagement opportunities to pair with mobile apps for promotions, pick-ups, or returns. But it's not just about purchasing or branded content on mobile— **about 82% of shoppers say they consult their phones on purchases they're about to make while in a store.<sup>10</sup>** Addressing pain points or concerns preemptively improves customer satisfaction and buying potential.



## Customer Behaviors Influenced



## Operational Benefits by Role



# Kiosk

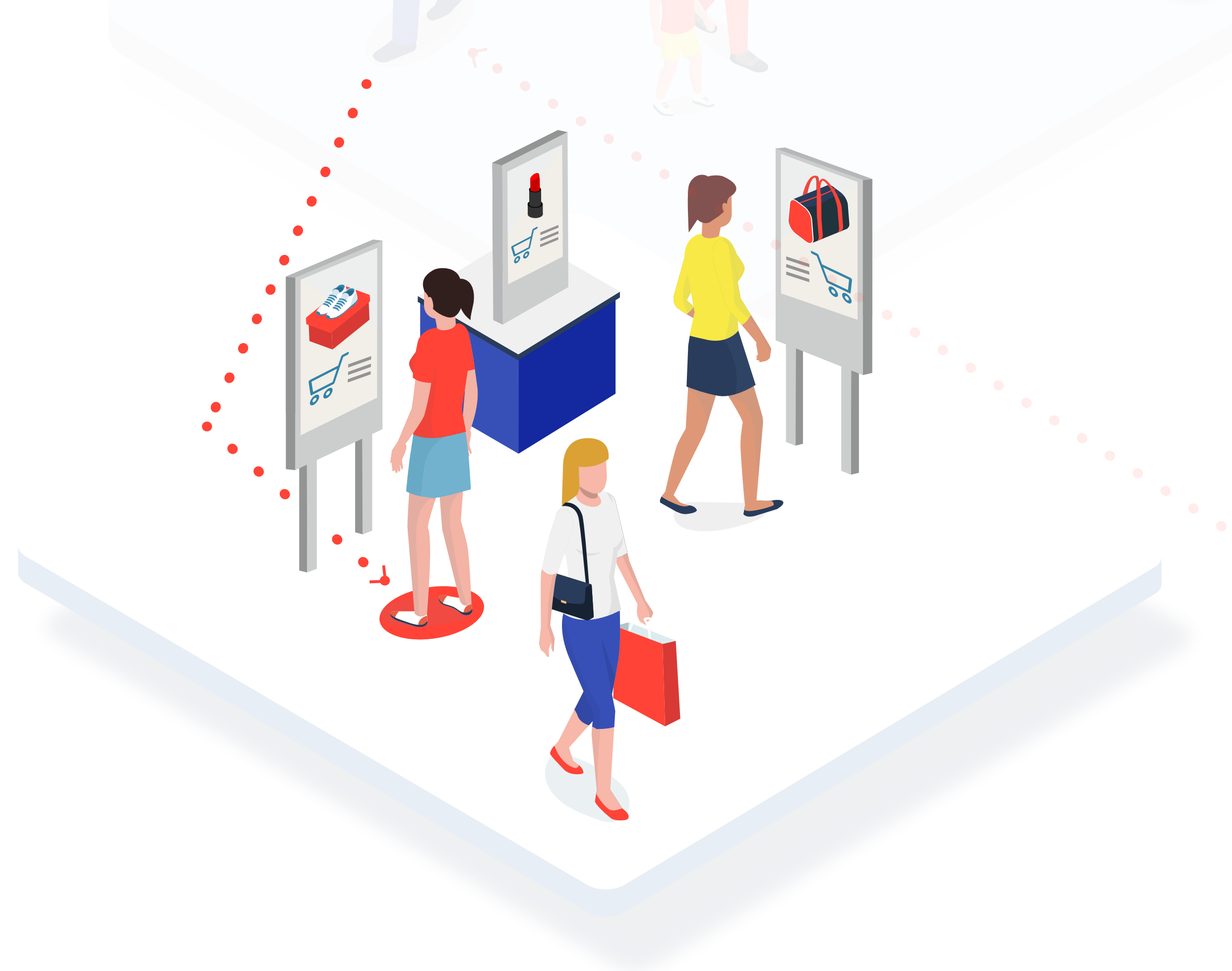
Diana notices a self-service kiosk and heads over to it. Since she was not planning on spending too much time in the store, she wants to use the kiosk to look up her size and see what is available without having to walk back to the appropriate section. Diana can also pay for and return items here, making her shopping experience extremely convenient.



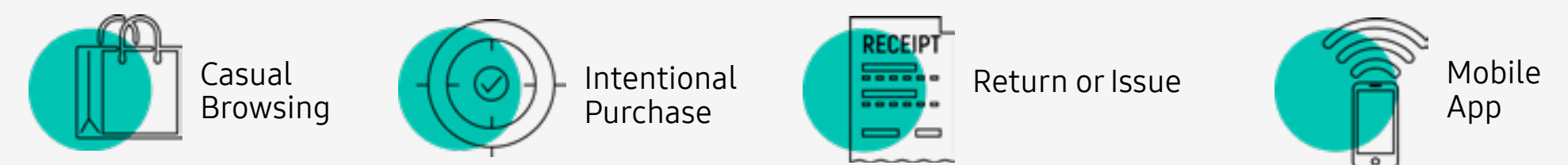
Interactive kiosks streamline the customer experience, helping them to quickly find the services or products they need. **Nearly 80% of millennials prefer purchasing from stores that have mobile customer service portals or interactive kiosks.**<sup>11</sup> The Samsung Kiosk is an all-in-one customer service solution, providing shoppers with an intuitive, versatile self-service option that elevates the customer experience.



In an industry rife with staffing shortages, it's crucial to use every person effectively. Digital kiosks handle many of the mundane tasks of customer service, improving customer experience while increasing job satisfaction amongst employees. This helps your business run at peak efficiency and elevates your customer journey.



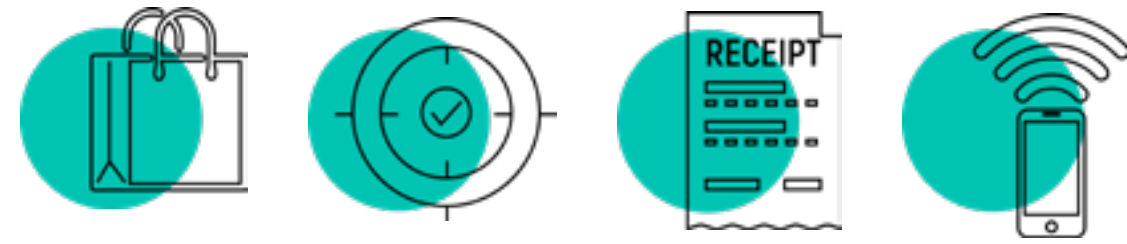
## Customer Behaviors Influenced



## Operational Benefits by Role



# MagicINFO CMS



Today's customers demand a unified and cohesive shopping experience. Using a robust content management system, or CMS, like MagicINFO can help deliver programmed content and specials with seamless visuals. Starting with promotional visuals outside the store to helpful wayfinding and engaging interactive displays, CMS in a digital ecosystem can help customers feel "taken care of" and aid in building brand loyalty.



MagicINFO is an all-in-one CMS solution supporting content, device, and data management. From content creation to publication, retailers can manage content and devices on a single, unified platform. Sync your existing management software with MagicINFO to enable easier implementation with no downtime and remotely manage both content, analytics, and IT support. A powerful CMS will not only save money on print ads but provide soft ROI with customer engagement. Connect [MagicINFO](#) with FastSensor to increase your visibility into customers' behaviors and preferences.



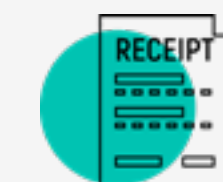
## Customer Behaviors Influenced



Casual Browsing



Intentional Purchase



Return or Issue



Mobile App

## Operational Benefits by Role



Associate



General Manager



Regional Manager



Supervisor



Mobile App

# Other uses

When Diana returns to pick up her son’s clothing that was brought over from another store, she uses the mobile app to let the employees know she’s on her way and that she will pick-up her order curbside. She is also confident and more likely to make purchases knowing how easy the return or exchange process is due to her streamlined in-store experience and helpful mobile app.



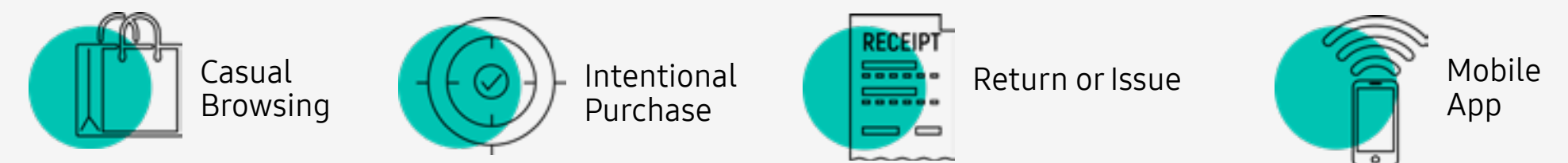
E-commerce has forever changed the expectations customers have for their shopping experience. Modern retailers have an opportunity to integrate the best parts of online shopping with the irreplaceable benefits of brick-and-mortar stores. 49% of consumers note that “not being able to try a product” in person is their least favorite part of shopping online. **Bring the power of online shopping to physical marketplaces<sup>12</sup>** while preserving the beloved experiences that shoppers only experience in person.



Samsung’s partner technology, FastSensor, gives retailers an unparalleled suite of information about wait times, high-traffic areas, and customer engagement. Anonymous in-store data collection preserves customer privacy while providing employees with the tools to create a rich, dynamic, and effective retail experience. Knox, Samsung’s proprietary security framework, ensures privacy and security in every transaction.



## Customer Behaviors Influenced



## Operational Benefits by Role



# Strategically Streamlined

By using industry-leading technology such as vivid, interactive displays, security by Knox, and a robust CMS like MagicINFO, retailers can empower employees and streamline the customer journey. Increase customer purchase size, their time spent in-store, and employee job satisfaction. Make every inch of your store count strategically with an integrated digital ecosystem.

**If you'd like to learn more about how Samsung's dynamic digital displays and signage are helping retailers increase engagement and successfully empower employees, [get in touch today.](#)**



## Footnotes

- 1 <https://www.vingle.net/posts/3991056>
- 2 <https://www.yahoo.com/now/united-states-digital-signage-market-102700045.html>
- 3 <https://webinarcare.com/best-digital-wayfinding-software/digital-wayfinding-statistics/>
- 4 <https://webinarcare.com/best-digital-wayfinding-software/digital-wayfinding-statistics/>
- 5 <https://www.statista.com/statistics/1284366/most-popular-us-shopping-apps-ranked-by-user-sessions/>
- 6 <https://retailtouchpoints.com/resources/the-next-stage-of-retails-digital-transformation-omnichannel-experiences-and-more-agile-supply-chains?access=thank-you>
- 7 <https://www.thinkwithgoogle.com/marketing-strategies/app-and-mobile/5-ways-consumers-connect-stores-mobile-shopping/>
- 8 <https://www.facebook.com/business/news/insights/how-instagram-boosts-brands-and-drives-sales>
- 9 <https://www.shopify.com/blog/loyalty-program>
- 10 <https://www.spiceworks.com/marketing/ecommerce/guest-article/how-millennials-are-shaping-the-future-of-retail/>
- 11 <https://www.forbes.com/sites/pamdanziger/2022/02/09/retailers-must-start-now-to-fix-their-intractable-employment-and-supply-chain-problems/?sh=79bfe9276d49>
- 12 <https://drive.google.com/file/d/16KA4ZXZ8orVTZTadCtcb86Bqx-mEUA2/view>

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