# Futurescape Retail
Android

Objective

To grow its share of the business market, Samsung launched its Futurescape initiative during 2014. Futurescape is a series of events organised by Samsung to showcase technology in a variety of different industries. The events are focused on Samsung's latest business-to-business solutions to help increase productivity, efficiencies and engagement for the enterprise. The interactive events are a chance for industry leaders to experience real-life technology solutions in immersive environments.

In October, Samsung held its first Futurescape Retail event involving a number of technology partners at a pop-up store in Westfield London. The event was targeted at retail industry decision makers, providing a space for Samsung and its partners to showcase solutions to the industry. As part of this, Samsung wanted to demonstrate how beacons can be used in retail to create a personalised experience with relevant content and messaging being delivered to customers.
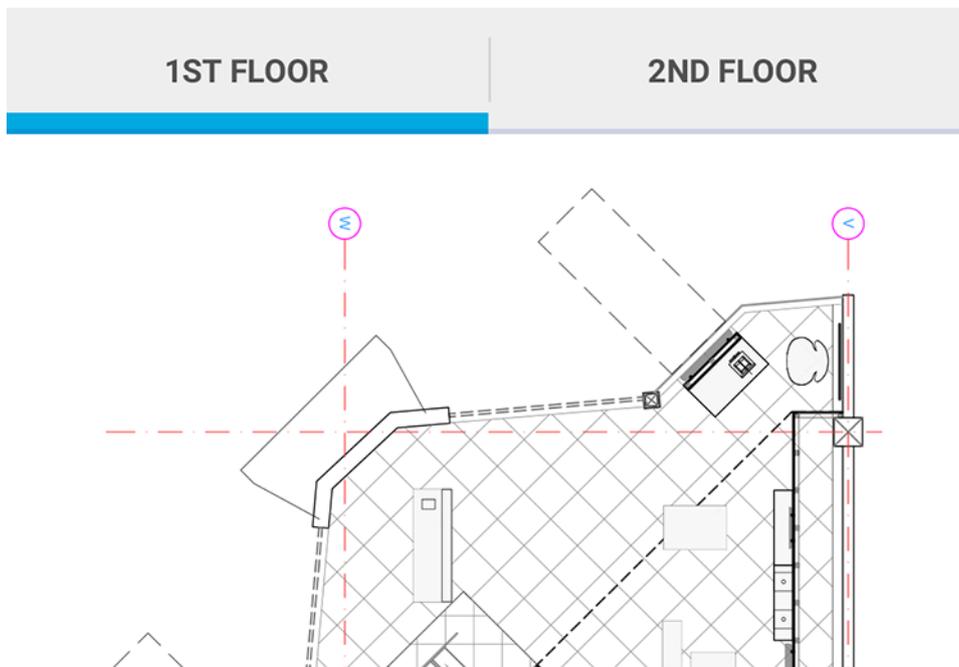

Solution

Working in collaboration with Samsung and its brand experience agency Jack Morton, Ansible developed the Samsung Event App to offer the customer an engaging experience, specifically tailored to their interests. The app was developed to provide location-based targeting capabilities, through the use of beacon technology.

The Futurescape Retail pop-up store was made up of five zones: fashion, beauty, home appliances, as well as a cafe. As attendees arrived, they were presented with a Galaxy S5, with the app loaded onto the device, where they could register and login. Once logged in, a beacon at the entrance activated a welcome message. As customers moved around the store, beacons in each zone activated content, targeted to the user. This included their names coming up on screens in the area, as well as relevant text or video content delivered to the device.

As specialists in the deployment of beacon technology, Ansible's MiBeacons division created a unique experience for Samsung's guests. The solution not only delivers a personalised interaction, but for the purposes of the event, also collates data about the solutions each guest spent time interacting with.

By using beacons, Samsung was able to gain insight on customer activity at the event. As users were logged in, the information could be used to produce targeted campaigns to attendees following the event, based on the products they spent time exploring. This also helped to demonstrate the value and potential for beacons to attendees in the retail industry.
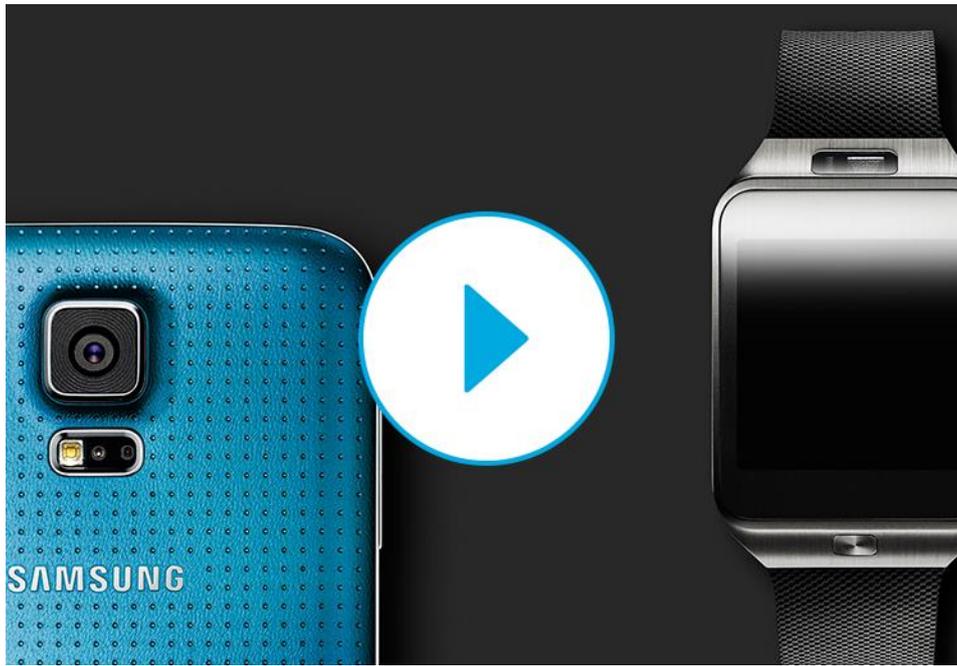
Results

Over the two day event, the beacons provided the following top-level statistics:

A total of 118 users engaged with the app leading to a total check-in of 2,877. The average dwell time with each zone was 10 minutes, with an average visit per solution of 2.6 times. Out of the solutions, users spent the most visited solution was Voloforce's centralised task management system whilst users spent the most amount of time with Qudini's queue management system. On average, visitors spent 1 hour and 40 minutes at Futurescape Retail.

The Samsung Event App helped to showcase each solution, providing visitors with information about each company as they moved around. The app featured few buttons, making it seamless for the user experience.

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