CUSTOMER STORY

Data is the key to retail success

Samsung Electronics UK uses Qlik Sense to track real-time sales figures and boost store performance

Qlik Q

SAMSUNG

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Need to replace cumbersome Excel reporting

Retail performance is vitally important to Samsung Electronics UK. Obtaining information on each UK store's sales performance versus targets and on weekly stocking levels is critical for its 100+ area development managers (ADMs). It is also important to ensure that store staff are adequately trained in Samsung products and that the outlets are complying with the company's standards.

"We are living in a world where data is crucial," says Samsung Electronics UK's Head of Retail Marketing, Bora Yucel. "We need to provide actionable insights that can help support retail and the wider business."

"Without data, we would not know where we are at the moment, where we're heading or where we may need to take remedial action against some of the retail challenges that we face," says Paul Asquith, Insight and Reporting Manager at Samsung Electronics UK.

Previously, ADMs used weekly Excel spreadsheets to manage store performance but this was inefficient. Reports were time-consuming to prepare and to use in store meetings. They did not give the most up-to-date picture and their content was often inconsistent.

Solution Overview

Customer Name
Samsung Electronics UK

Industry
Retail and Services

Geography
UK, EMEA

Function
Marketing, Sales, Supply Chain Management

Business Value Driver
Customer Intelligence, New Business Opportunities, Reimagined Processes

Challenges
- Access to timely data on store performance was required to ensure retail success
- Replace inefficient and lengthy Excel store reports
- Evolve how ADMs and store staff can collaborate

Solution
Qlik Sense has now been loaded with five years of sales data that is constantly updated and available to reps on their mobiles and tablets.

Results
- Reps have all the information they need at their fingertips when visiting stores
- All 100+ reps save approximately two hours per week
- Retail marketing is streamlined and the app is being considered for roll-out across other European divisions

Mobile access to critical data

With the help of Qlik specialist Horsa, Samsung Electronics UK investigated data management solutions. While the organization initially reviewed both Microsoft Power BI and Tableau, it quickly decided that Qlik Sense was the best option.

"We chose Qlik Sense because it had the most easy-to-use interface, both for development and for our end-user environment," explains Asquith. "It was something that we had always envisioned because we wanted to give the true power of Qlik direct to users who are out on the high street, visiting our channel partner stores. Horsa was critical in the decision to help us move to mobile because it knew our internal infrastructure, our security policies and how we could best achieve a separate external-facing server that the field team could access to get the information that they needed."

All of Samsung Electronics UK's sales data over the past five years has been fed into the Qlik engine. Using deep learning algorithms, Qlik Sense provides data that allows field development management and ADMs to easily visualize and quickly identify where issues lie in Samsung's key channel partner stores, which is the first step in improving and then maintaining store performance.

Real-time data provides a picture of each store

"The ADMs use our Qlik Sense mobile retail marketing (RM) app every single time they visit a store," says Asquith. "It has replaced having to download a lot of Excel reports and pore over them for two hours. They can now obtain a quick understanding of each store on their mobile or tablet before they meet that store manager.

"The main benefit we've seen from the RM mobile app is a massive reduction in the time it took for ADMs to understand store performance by looking through many different filters to get to the information they needed," continues Asquith. "That information is now served up in a consistent story for them, three times a week, and this saves almost two hours per ADM. With 100 ADMs, that is a significant time saving.

"Having real-time data is absolutely critical. The amount of information that is processed and then delivered on a daily basis could not be done through anything else other than our Qlik Sense RM mobile app."

As well as providing all the information ADMs require, the mobile solution also incorporates geofencing to show them the location of the stores they are visiting – another time saver. The app also ranks stores against each other, meaning ADMs can not only see their individual stores' performance but how they're performing against other stores, meaning they can instantly understand which stores in their remit require more attention. Samsung Electronics UK reps enjoy using the mobile solution and have had good feedback from store managers who appreciate the improved support they get. There is also a session monitor that shows which users are going into each report. In the early weeks, this indicated that 90% of ADMs were using the app on a regular basis.

The feedback from the field team has been excellent: "Qlik Sense allows us to have a much more natural conversation when we visit our store managers," says Shorif Miah, Head of Field Development at Samsung Electronics UK. "The application is so easy to understand that the data is at our fingertips and we don't have to stop talking to filter or zoom in."

The alerting capabilities of Qlik Sense are key to make sure that Samsung Electronics UK is not focusing only on those actionable insights for which remedial action must be taken. It also plans to change the Qlik emphasis from reporting to analytics and extend its use to the company's TV and consumer electronics teams as well as sharing it with other European divisions.

"After seeing the great response from our field team, there are now lots of other departments across Samsung UK and Europe looking to implement Qlik Sense," concludes Yucel. "It's great to see data is at the heart of decision-making across the business."

The keys to success

90% of ADMs use the solution on a regular basis

20% increase in the efficiency of field visits

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Paul Asquith, Insight & Reporting Manager, Samsung Electronics UK

Qlik Q

About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 38,000 active customers around the world.

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