Samsung Case Study (&Element site)

In recent years, more and more people have started transforming their homes and environments with the help of smart devices. Thermostats, security cameras, smart speakers and home hubs can make life easier, safer and more efficient with just a click on an app. However, while the adoption of those devices grows, most people still don't grasp their full potential, particularly when it comes to integrating them into a cohesive ecosystem.

Users often see them as individual tools rather than part of a larger, interconnected system. For example, they use a smart thermostat to adjust temperature or a smart speaker to play music, but they don't know how to integrate them together.

This is where Samsung SmartThings, &Element and Merlin Cloud work well together.

What is Samsung SmartThings?

Samsung **SmartThings** is a platform that connects and integrates devices, allowing users to monitor, control and automate their home through a single, unified app. It is a central hub for managing a wide variety of devices from Samsung and other compatible brands, making smart living more accessible and seamless.

It allows for personalised automation - opening blinds in the morning or turning on the coffee maker - and tracks energy consumption and alerts in case of suspicious activities, making your home safer. Its real power lies in creating an **interconnected smart home ecosystem** where devices work together to make life more convenient, efficient, and secure.

However, not all users know its full potential, so to bring up customer engagement and drive awareness, **Samsung partnered with us - &Element and Merlin Cloud - to bring an engaging, integrated customer experience to their stores.**

## What were the goals of the SmartThings collaboration?

First and foremost, we wanted to create **global-scale experiences** that provide real analytics, drive engagement and awareness, and increase conversations. We created engaging 3D visualisation experiences that help clients understand the SmartThings app with these objectives:

- Showcase the SmartThings ecosystem through a 3D visualisation experience.
- Increase customer awareness and understanding of SmartThings' potential.
- Drive engagement with an immersive and interactive retail experience.
- Adapt the experience for diverse markets in multiple countries.
- Gather data on customer engagement to refine future experiences.
- Lay the foundation for expanding SmartThings experiences and innovations.
- Give the customers an opportunity to interact with the system further

How did we address our goals?

The system allows the customer to choose their household type, number of specific devices and people living at home and turns this information into an experience **visualisation** of their space. They can easily click through the devices in use, see how they connect and understand how that integration can help with **Energy Saving, Home Control, Security and Household Management**.

It suggests how different devices can interact in those different sectors. It encourages the user to explore the potential more deeply via a smart QR code that links to the app download page.
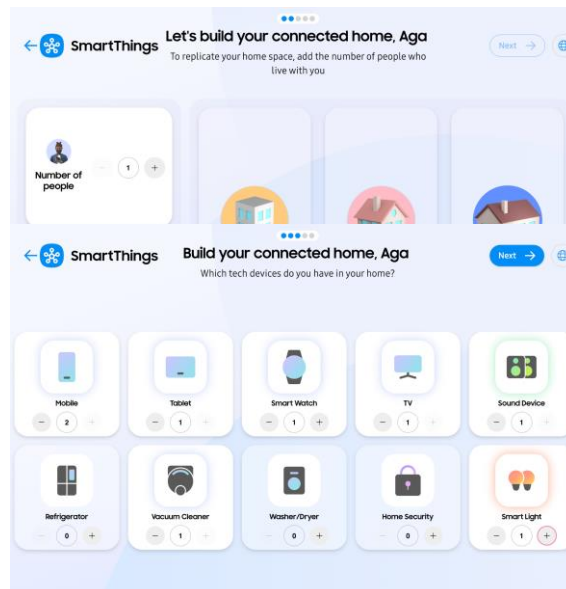
We deployed through Merlin Cloud, which allows tracking of real-time analytics on kiosk devices.

Insightful analytics across locations
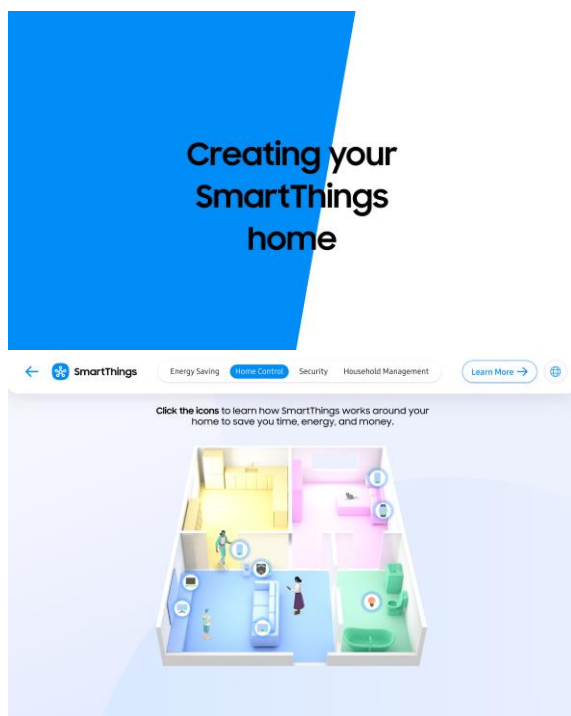
The system is supported by Merlin Cloud system that tracks the customer journey through the interaction. Real and actionable insights are collected from all devices, in all locations.

The smart QR code makes it easy for customers to access the SmartThings App. This gives the customer an opportunity to explore the system on their own, increases conversion rates and allows for higher customisation of the experience.

The data collected during the SmartThings retail experiences is pivotal in refining both the user experience and the SmartThings ecosystem. This includes metrics such as how long customers interact with the

experience, which features or devices they explore, and foot traffic information.

Ultimately, the data ensures SmartThings remains user-focused, providing a seamless and intuitive connected home experience while driving ongoing innovation.
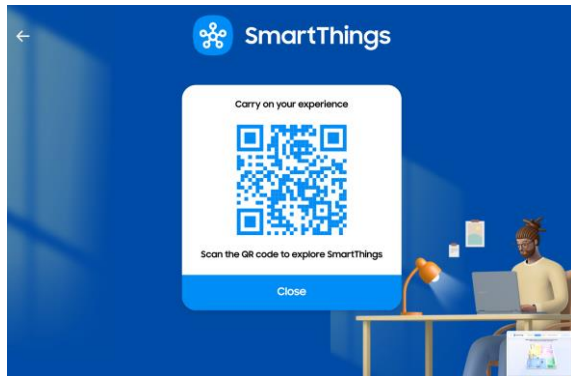
Deployed in 26 different locations

After successfully developing the interactive experience at Samsung's flagship store, **Samsung KX in King's Cross**, the SmartThings 3D visualisation experience was deployed across **26 locations in 12 countries throughout Europe**.

This strategic rollout brought the connected home concept to life for customers in diverse markets, from the **7 locations in Germany** to stores in **Sweden, Poland, the UK, and beyond.** Each deployment was tailored to fit the unique needs of local audiences while maintaining the seamless, engaging experience that highlights SmartThings' capabilities.

By expanding its presence to countries such as **Belgium, Spain, Switzerland, and Romania**, Samsung has successfully introduced its innovative ecosystem to a wide audience, laying the foundation for the broader adoption of SmartThings across Europe.

What is next for &Element and Samsung?

The next phase of the SmartThings project focuses on expansion, innovation, and leveraging advanced analytics to refine the customer experience further.

In 2025, heatmap tracking will be introduced in retail spaces to provide deeper insights into customer interactions, optimising experience layouts and engagement strategies. Samsung, &Element, and Merlin Cloud will develop new interactive

experiences that showcase advanced automation and integrate emerging smart devices while scaling the project to new locations across Europe.

Data-driven improvements will improve the SmartThings app's functionality, making it more intuitive and user-friendly. With a focus on continuous innovation and customer engagement, the SmartThings project is poised to redefine smart living for an even wider audience.

Samsung Case Study Notes

2024

1. We've worked over 2024 closely with Samsung and Merlin Cloud to deploy Smart Things experiences across Europe.
2. We've also made 5 other experiences for example Samsung vacuum project experience
3. We're looking at increasing engagement and **tracking metrics** across Samsung Europe
4. The Smart Things app is a 3D visualisation experience of a household using the experience
    a. https://smart-things-kiosk-staging.merlincloud.io/
5. Mention about what Smart Things is - **Explain we want to increase awareness** of the Smart Thigns eco system. It allows things like Ring,
    a. https://www.samsung.com/uk/smartthings

b.

Latest updates
See what's new on SmartThings.
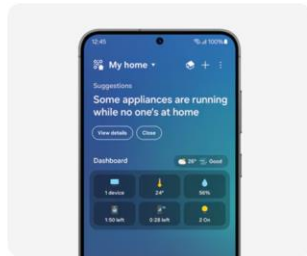
Home Insight
Streamline your life with a bird's eye view summary of your home.[1]
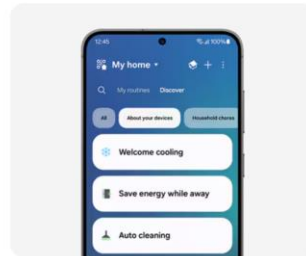
Home Routine
Create new routines easily with devices you already have at home.
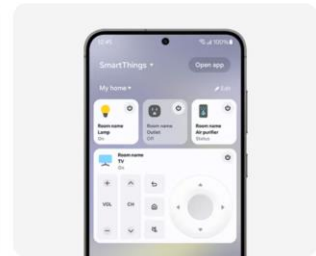
Device Control
Turn your phone into a personal remote, for all your favorite devices.[2]

Inspiring ideas
The possibilities are endless! Let's get ideas on how to improve your life with SmartThings.

01 Manage energy usage with AI

02 Tag and track your pet
    Learn more

03 Set the perfect mood for sleep

04 Level-up your gaming vibe

c.

More compatible than ever

Look for 'Works with Samsung SmartThings' or 'Matter' badge on supported devices.

Works with Samsung SmartThings | matter

Hub & sensors
Make your home react to your every whim. Add sensors for that personal touch.

Doorbells & doorlocks
The smarter way to see who's at the door.

Smart plugs
Control your devices remotely and automate your home.

Pet feeders
Don't play fetch with your pet's food. Refill their bowl in a tap.
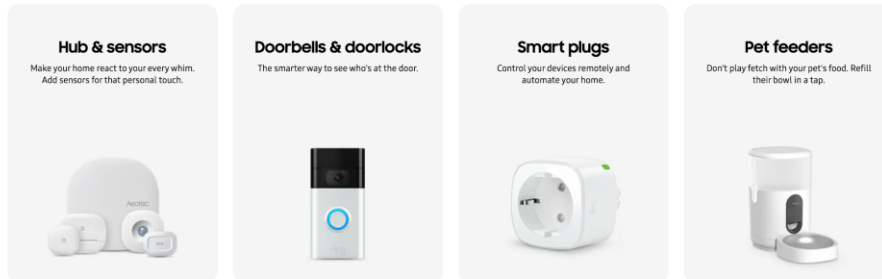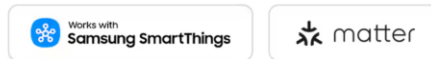
   d.
6. We deployed first into the flagship store Samsung KX - Kings Cross
    a. https://www.samsung.com/uk/store/samsung-kx/
7. We used Merlin Cloud to manage the kiosk lockdown and deployment of experiences
8. We then deployed to 26 locations across Europe in countries like Germany, the UK, Sweden, Switzerland, Belgium and more
9. https://photos.google.com/share/AF1QipNhaCzj5ncqojBariN8zSHQVqLV_C_BJxuHSeW7PPENI45MvWh2LlRhTXvCxKDjRg?key=U0tMWml2eW8tVWJTczBMU0ZhUmFSXzRYUTZSRlZR

2025

1. In 2025 we'll be focusing on expanding more experiences and retail analytics recording
2. Heatmaps launching with Merlin Cloud and Samsung

1. Germany: 6
2. Romania: 4
3. Switzerland: 3
4. Sweden: 2
5. Poland: 2
6. United Kingdom: 2
7. Belgium: 1
8. Spain: 1
9. Greece: 1
10. Italy: 1
11. Netherlands: 1
12. Portugal: 1

26 locations

1. El Corte Inglés - Avenida António Augusto de Aguiar 31, 1050-013 Lisbon, Portugal
2. MediaMarkt Tech Village Hamburg -Mönckebergstraße 1, 20095 Hamburg, Germany
3. Mediaa Markt Meyrin - Chemin de Riantbosson 15, 1217 Meyrin Geneva, Switzerland
4. POWER Drottninggata - Drottninggatan 53, SE-111 21 Stockholm, Sweden
5. Media Galaxy Baneasa Mall - Şoseaua Bucureşti-Ploieşti 42d, 015012 Bucharest, Romania
6. eMAG Baneasa Mall - Şoseaua Bucureşti-Ploieşti 44C, Bucharest, Romania
7. Băneasa Shopping City - Şoseaua Bucureşti-Ploieşti 42d, 015012 Bucharest, Romania
8. Altex Sediul Central - Şoseaua Bucureşti Nord 10, 077191 Voluntari, Romania
9. NK Department Store - Hamngatan 18, SE-111 47 Stockholm, Sweden
10. MediaMarkt - ulica Szwajcarska 14, 61-285 Poznan, Poland
11. Saturn Europa Center DA - Tauentzienstraße 9, 10789 Berlin, Germany
12. Saturn Europa Center DX - Tauentzienstraße 9, 10789 Berlin, Germany
13. Saturn Alexa - Alexanderplatz 3, 10178 Berlin, Germany
14. Saturn Essen - Limbecker Platz 1A, 45127 Essen, Germany
15. Quartier Papier - Fabrieksstraat 55, 1930 Zaventem, Belgium
16. John Lewis Oxford Street - 300 Oxford Street, London, W1C 1DX, United Kingdom
17. ECI Callao - Plaza del Callao, 2, 28013 Madrid (Madrid), Spain
18. Kotsovolos AIA - Spata, 252 00 Larissos, Greece
19. MediaWorld Certosa - Viale Certosa, 29, 20149 Milan MI, Italy
20. Media Markt Alexa HA Boutique - Grunerstraße 20, 10179 Berlin, Germany
21. Media Markt Alexa TVAV Boutique - Grunerstraße 20, 10179 Berlin, Germany
22. MEX Gdansk Szczesliwa - ulica Szczęśliwa 3, 80-176 Gdansk, Poland
23. Media Markt Crissier - 1023, Crissier, Vaud, Switzerland
24. Media Markt Zurich Sihlcity - Kalanderplatz 1, 8045 Zurich, Switzerland
25. SES Mall of The Netherlands - 2262 AK, Leidschendam, Netherlands
26. Samsung KX - N1C 4DQ, London, United Kingdom