



NS Shopping Co. Ltd.

Analytics and interactive apps help increase revenue with a personalized customer experience

Seoul, South Korea
www.nsmall.com

Solution Components

- IBM® Global Business Services® — Business Consulting Services
 - IBM Global Business Services — Application Innovation Services
 - IBM System x3650 M4
 - IBM Power® 770
 - IBM System Storage® DS8870
 - IBM WebSphere® Commerce Express
 - IBM MobileFirst Platform Foundation
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Based in South Korea, NS Shopping Co. Ltd. was established as a home shopping company in May 2001. Today, NS Shopping broadcasts to more than 23 million households across the country, 24 hours a day.

The Opportunity

Although South Korea-based NS Shopping operated an e-commerce site, it was static and limited in product scope. The retailer was also missing out on significant opportunities from mobile sales channels.

What Makes It Smarter

NS Shopping is transforming its e-commerce platform to personalize customer experiences and reach shoppers wherever they choose to purchase products. Analytics provide insight into individual consumer preferences by actively tracking shoppers' buying patterns and purchase histories on both the website and mobile interfaces. NS Shopping can use this insight to provide customers with a customized home page, automatic product recommendations and tailored promotions to personalize their shopping experience.

Real Business Results

When fully implemented, the solution is expected to increase profits by USD19.7 million over three years with the expansion of online shopping into the mobile arena and an improved overall shopping experience. NS Shopping expects to boost sales and increase customer retention rates through targeted offers and personalized web and mobile interfaces during that same time while reducing operating costs by USD2.2 million through improved efficiency.



For More Information

Please contact your IBM representative or IBM Business Partner.
Visit us at ibm.com/websphere.

To learn more about NS Shopping Co. Ltd., visit www.nsmall.com.

“Retailers like NS Shopping are increasingly using advanced analytics to deliver a smarter, more personalized customer experience.”

— HeungKook Kim, president



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