

Case Study: Barrett-Jackson

Samsung Galaxy Tablets Help Leader in High-End Car Auctions Drive Interactive Customer Experience



Overview

Customer Need

As one of the world's leading auctioneers of high-end collector cars, Barrett-Jackson's mission is to enhance customer experiences for sellers/consignors, bidders and visitors attending its events. The company sought new digital solutions for its exclusive auction showcases that would replace the printed information boards describing each classic car. The company needed an innovative, next-generation digital presentation solution that would modernize and advance the Barrett-Jackson auction experience.

Samsung Solution

Barrett-Jackson worked with Samsung to deploy Galaxy tablets as interactive kiosks, providing a feature-rich digital kiosk presentation of select high-end vehicles. The tablets and custom-built application allow visitors to browse through a library of current and historical pictures and information, study detailed vehicle descriptions, experience the restoration process and more. As auction visitors move from one tablet kiosk to the next, they now encounter the same consistent interaction with high-end collector car data.



Results

The interactive kiosks have received overwhelmingly positive feedback from both sellers and bidders at Barrett-Jackson auctions. The Samsung Galaxy tablets' high-resolution screens provide beautiful representations of the vehicles, enticing more visitors to interact with the kiosks. Unlike printed information boards, Barrett-Jackson can push out updates to all tablets instantly to make last-minute updates. The interactive displays are also helping the company to capture customer leads and providing monetary benefits through sponsorship opportunities.



THE WORLD'S GREATEST COLLECTOR CAR AUCTIONS®

Barrett-Jackson, the leader in collector car auctions, specializes in products and services for astute classic and collector car owners and automotive enthusiasts around the world. What started as a simple meeting in the early 1960s between two car buffs, Tom Barrett and Russ Jackson, the company now produces its high-profile auctions in Scottsdale, Arizona; Palm Beach, Florida; Mohegan Sun in Connecticut; and Las Vegas, Nevada.

The auctions feature hundreds of unique and valuable automobiles — including a Shelby Cobra that sold in 2007 for \$5.5 million. The typical auction draws hundreds of thousands of visitors, over 6 million television and digital viewers worldwide and a combined buying power in excess of \$1 billion.

Barrett-Jackson's flagship auction is held in January each year in Scottsdale, Arizona. Each Scottsdale Auction features the prestigious Salon Collection, which showcases some of the world's most rare, valuable, and coveted vehicles. A similar collection is featured at the company's other auction venues. At each event, sellers/consignors proudly present detailed information about their vehicles, including make, model, engine size, history in print and photos, restoration process and other distinctive attributes.

The Customer Need: Looking Beyond Static Displays

As Barrett-Jackson continued to expand its footprint across the country, the company sought to enhance the customer experience by growing its business with innovative products and services — including new digital formats for its eclectic showcases — that cultivate its reputation for excellence.

Barrett-Jackson's drive for excellence revolves around providing superior customer service, from the time visitors and exhibitors arrive at the venue, sign in, acquire tickets, locate restrooms and concessions stands, display or view the cars, up until they leave the property. For years the company has leveraged dynamic technologies to enhance these customer experiences, and it is committed to new digital solutions as it moves forward.

Until now, sellers/consignors had created their own printed displays to describe their cars. Anyone who has attended a car show is familiar with

the cardboard stand-ups and photo albums owners use to communicate their cars' unique stories. This method provides a personal touch that attendees at Barrett-Jackson events have enjoyed for decades. But, as its clientele became more tech savvy, and powerful, affordable and compelling digital solutions became an option, Barrett-Jackson looked beyond old-school manual displays — opting for an innovative, next-generation information delivery system that would enhance the customer experience for visitors as well as bidders and sellers of the world's most desirable vehicles.

The hunt began for a feature-rich digital and mobile presentation solution. To present images and up-to-date data on collector cars, Barrett-Jackson sought an interactive kiosk solution with high-resolution displays, an intuitive interface, easy installation and network connectivity within the company's busy showrooms.

The Solution: New Interactive Kiosk Displays

Barrett-Jackson identified Samsung technology as a key initiative in its effort to convey information about its cars in a more effective and innovative way. The company selected Samsung Galaxy tablets as the core of its national showrooms' new interactive kiosk displays. Rather than clustering around a cardboard sign as they had in the past, visitors can now quickly locate the information they're looking for using the tablets.

The tablets provide instant network connection, quick presentation page loads and updates and easy system setup. Samsung Galaxy tablets run on Android, which provided a convenient open-source development environment for Barrett-Jackson to build their application in. This environment "makes it very straightforward for our internal IT team to build a consistent, feature-rich application that's easily moved into a mobile setting," says Peter Lubell, VP of sales and business development for Barrett-Jackson. "From a presentation standpoint, the Samsung Galaxy tablets provide exactly what we wanted. In fact, we have observed how the kiosks actually entice people to step up to a tablet and interact. The tablets also are ideal for a display application that is continually packed and shipped throughout the year to various auction sites, where basically they just plug and play with ease."

The tablets' connectivity also allows Barrett-Jackson's software team to incorporate new data and pictures easily, even after the tablets are set up for use. Because the software is written in Cordova, it can easily communicate with and automatically update Barrett-Jackson's website feeds. When information is added or changed, website feeds quickly refresh with the most recent information. Cordova was also leveraged to lock down the tablets' functionality preventing users from clicking on tablet settings or navigating to the home screen.

The use of Cordova also allowed Barrett-Jackson to access native

Android functionality. This advantage was leveraged to implement an Android Application Package (APK) updater within the application itself so that each tablet could be updated with new software versions without being brought back to the IT office.

"Several impressive features made the Samsung Galaxy tablets a natural choice for our unique application," says Lubell. "For example, we needed high resolution to deliver beautiful images of each car, and reliability – a key necessity – that we'd never question. In addition, we needed tablets that were lightweight and durable enough to withstand the rigors of continuous packing, shipping and setup at various auction sites."

Today, more than 100 tablets bring a comprehensive inventory of breathtaking vehicles to life for patrons, sellers, bidders and buyers. One Samsung Galaxy tablet is assigned to each showcase vehicle and anchored to a metal kiosk stand extending from the exhibit point. Guests swipe through a library of data and historical pictures, enlarge images, study detailed descriptions, view the restoration process and more. Serious bidders can enter their email addresses for outreach services, such as sale status and upcoming availability of similar makes, models and years. As showroom visitors move from one Galaxy tablet kiosk to the next, they encounter the same intuitive interface.

Incorporating content into the kiosk application is seamless: Owners enter vehicle descriptions, photos and other information through an online form, or email a manually completed form. When vehicles are approved for auction, all data is brought into Barrett-Jackson's internal system for further processing. The system creates a list of cars available for uploading to the Samsung Galaxy tablets, and these same vehicles are automatically tagged and highlighted on the Barrett-Jackson website.

Samsung Galaxy Tablet Portfolio

Galaxy Tab S2

9.7" and 8"

A smartly designed, enterprise-ready productivity tool for mobile professionals.



Galaxy Tab A

9.7" and 8"

A powerful business tool for improving mobile workflow efficiencies.



Galaxy Tab E

9.6" and 8"

4G LTE connectivity to stay connected on the go.



See the full Samsung tablet line-up
[at samsung.com/b2bgalaxy](http://samsung.com/b2bgalaxy)



The Results: Engaging Auction Experience and New Customer Leads

The Samsung Galaxy tablet kiosks were unveiled in January 2016 at the annual auction in Scottsdale, the largest Barrett-Jackson event of the year with more than 350,000 attendees.

"The partnership with Samsung was a strong success at our 45th Anniversary Scottsdale Auction," says Craig Jackson, chairman and CEO of Barrett-Jackson. "The tablets assigned to each vehicle in our Salon Collection offered a new experience for our bidders and attendees, giving them an opportunity to scroll through a car's historical photographs and other important documents. Barrett-Jackson is always raising the bar when it comes to the auction experience and the Samsung tablets have been an excellent addition."

Positive responses from customers interacting with the kiosks were captured through an end screen that asked users to rate the tool's effectiveness and ease of use. The tablets' top-rated features were "usability" and "quality of information." In addition, the names, emails and interest areas captured on the kiosks provided Barrett-Jackson with dozens of qualified sales leads.

Visitors can also add comments and suggestions that help Barrett-

Jackson continue to streamline the display application. For additional fine-tuning, Barrett-Jackson is currently implementing functionality to capture the number of clicks and various navigation processes.

The tablet-based displays also allow instant updates, unlike the pre-printed information offered in catalogs that registered bidders and VIPs receive prior to an auction. "Once the catalogs are produced, last-minute changes are hard to communicate," Lubell explains. "But now, digitized information helps keep buyers informed of any modifications before a car rolls onto the auction block."

The Galaxy tablet kiosks "also set us up for potential monetary benefits from prospective sponsors," Lubell adds. Down the road, display data may integrate corporate sponsorship branding, a clear opportunity for added tablet ROI, he says. The auctions' high-profile sponsors already receive great exposure through inclusion in event media, venue naming rights, advertising, corporate hospitality, social media promotions and more. "Now we have digital opportunities to build on our sponsors' branding activities and investments," says Lubell. "This could include messages that appear as visitors swipe through vehicle data, and screens that flash corporate messages

as users approach a kiosk. We may even incorporate push notifications to end users' mobile devices; for example, as a visitor approaches a GTO, he or she may receive a list of other GTOs at the auction. There are many opportunities we might realize with the Samsung tablets."

Lubell says that Barrett-Jackson will likely add more Samsung tablets as the business continues to expand, more sponsors participate and more opportunities to augment the customer experience arise.

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– Craig Jackson
Chairman and CEO
Barrett-Jackson

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