

MERCAUX

A SUCCESS STORY INTO
DIGITAL FITTING ROOMS

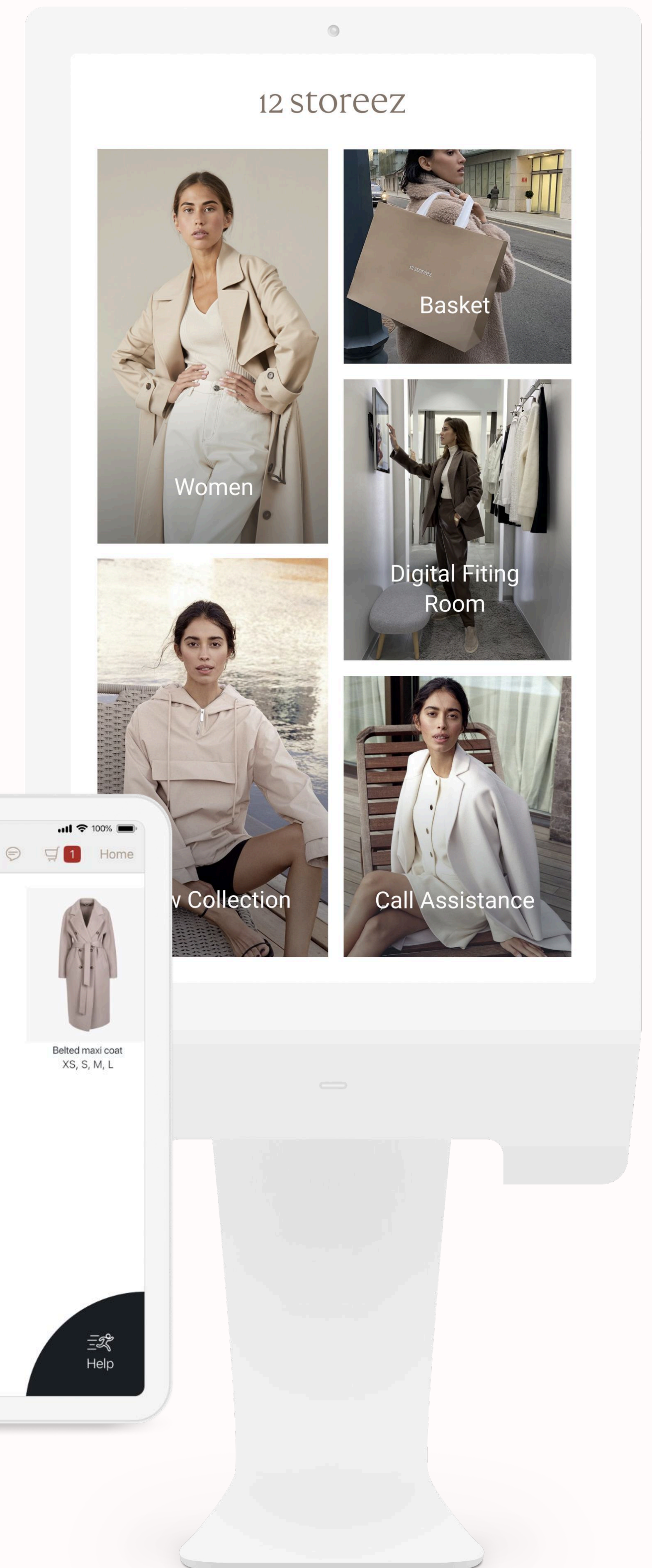
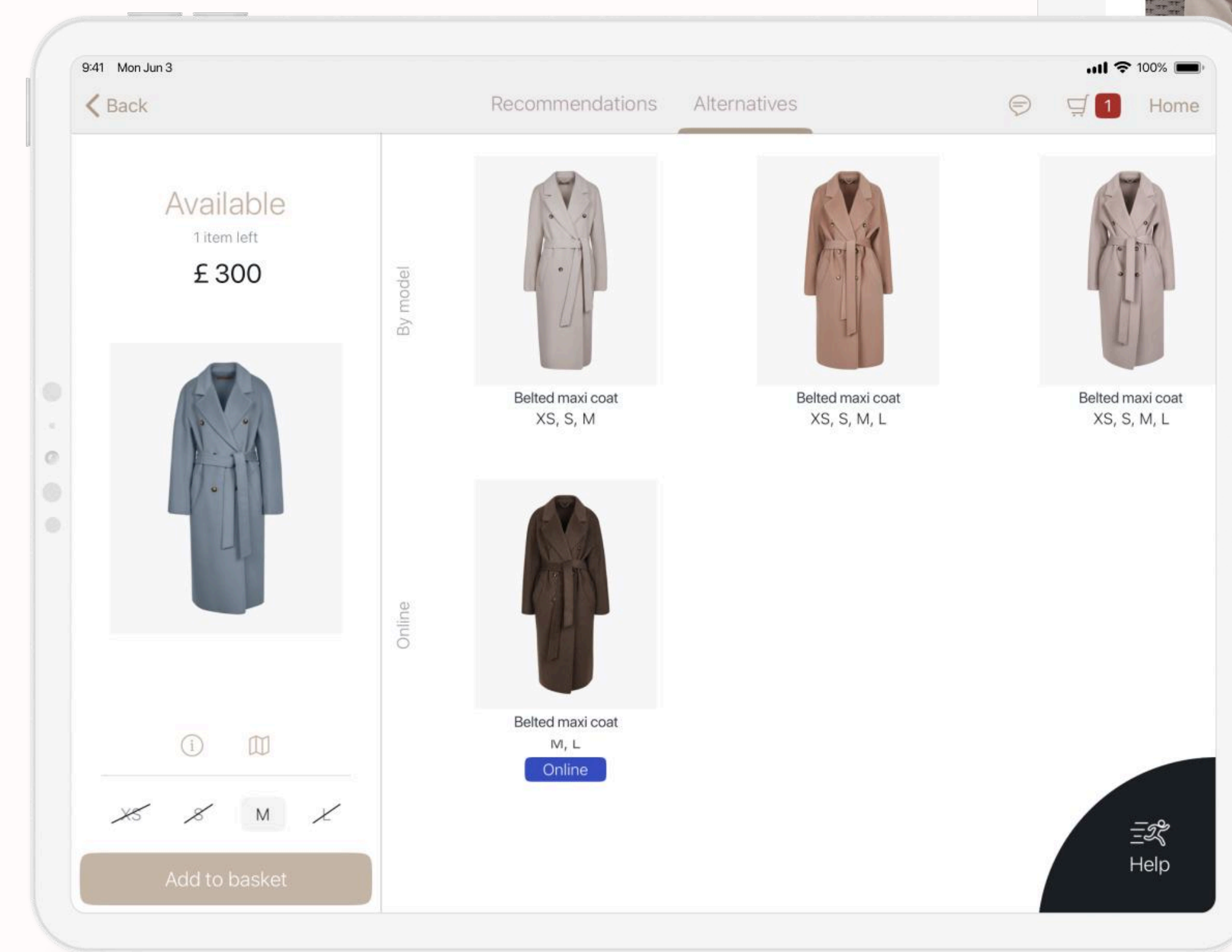
HOW LAUNCHING A VIP SELF-SERVICE SOLUTION
RESULTED IN A 25% SALES UPLIFT IN-STORE

12 storeez



PARTNERSHIP INTRODUCTION

Fashion brand 12 STOREEZ, a customer of Mercaux for several years, has taken the next step in their digital transformation journey in 2020 by **deploying Mercaux's newest solution, Digital Fitting Room**, to complement their suite of in-store digital solutions and delight customers along the full in-store journey



MERCAUX & 12 STOREEZ: SOLUTIONS FOR SALES ASSOCIATES, CUSTOMERS, AND HQ TEAMS

App for Sales People

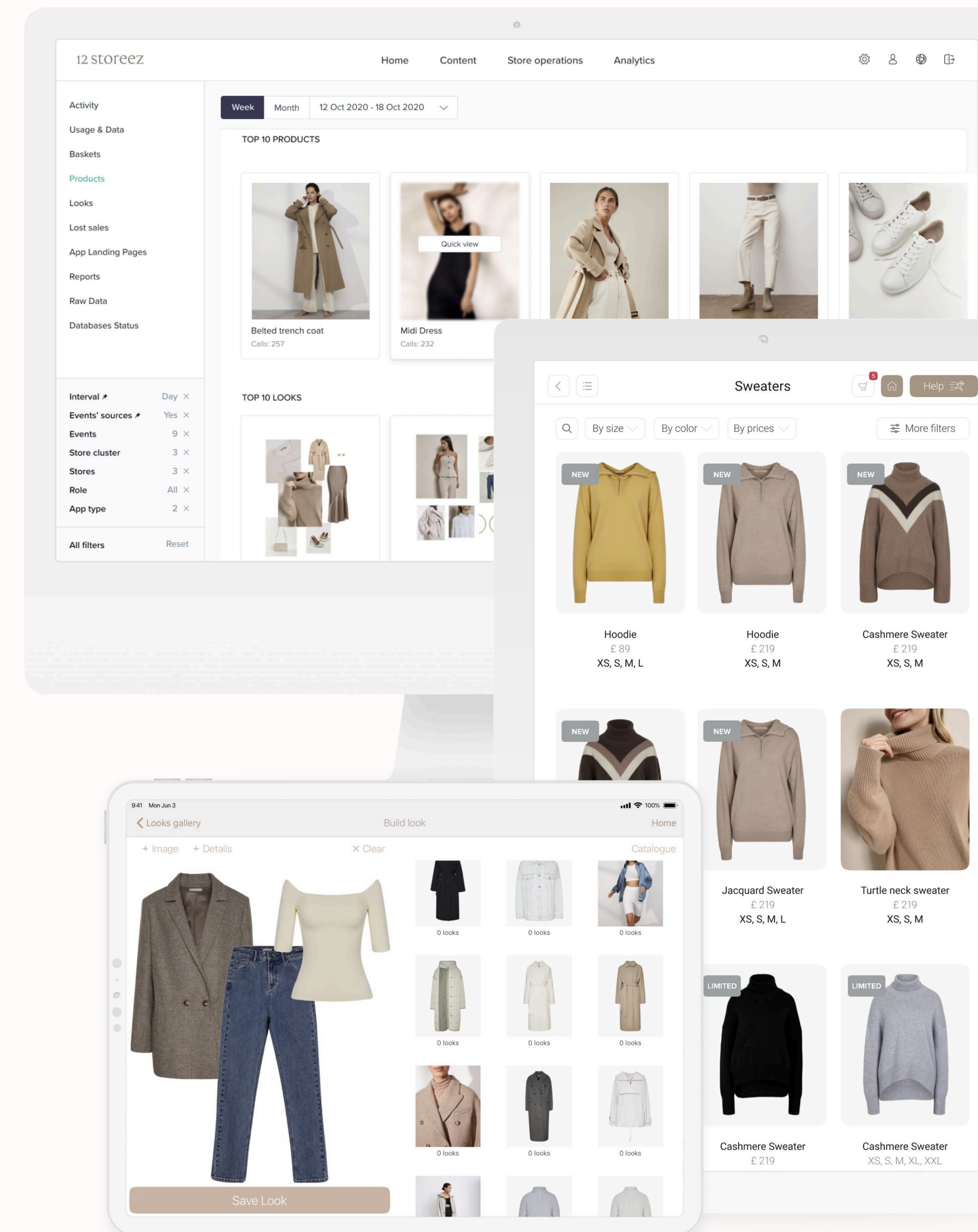
iOS-based solution designed to support sales associates with a real-time access to inventory, endless aisle of products, cross-sell and alternatives suggestions, full outfits, and online order - all without leaving the customer's side

In-Store Analytics for HQ Teams

Web-Portal that allows Retail, HR, and Products teams to track staff engagement and performance, reveal customer behaviours, and understand products & sizes popularity and lost sales to inform business critical decisions

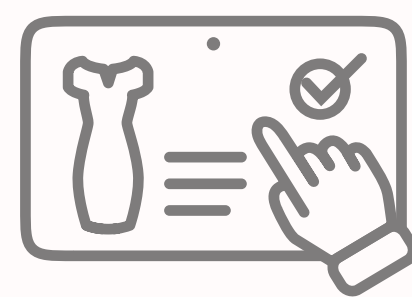
Digital Fitting Room

A self-service solution that allows customers to seamlessly request an alternative size or colour from sales associates, as well as inspires them with digital content, full range of products and “complete the look” suggestions



WHY DIGITAL FITTING ROOMS?

Having already deployed a number of in-store digital solutions by Mercaux, 12 STOREEZ turned to their in-store digital transformation partner to tackle one area of the store not currently supported by digital - the fitting room. **12 STOREEZ knew this was not only an important step in a customer's in-store journey, but also a great way to optimise shopfloor inventory and increase conversion.** Here's what they wanted to achieve:



Surprise and delight customers in the fitting room to **increase basket size & LTV**



Improve in-store conversion by offering a quick service and automated alternative suggestions



Optimise shopfloor inventory by providing a full catalogue in the fitting room



DIGITAL FITTING ROOMS FROM MERCAUX

Convenience and Inspiration

Customers access product details, size availability, **inspirational digital content and options to “complete the look”**, as well as full product catalogue – all without leaving the fitting room

Streamlined Operations

Customers can request **alternative sizes, colours or other products**, whilst staff are equipped with the tools to instantly bring the products, improving conversion and speed of service

Revenue Generation

Automated in-store alternatives, other colours, recommendations and “complete the look” options are offered **to improve conversion and increase basket size**



HOW IT WORKS?

1. The customer accesses the Digital Fitting Room via a touch screen device fitted to the wall

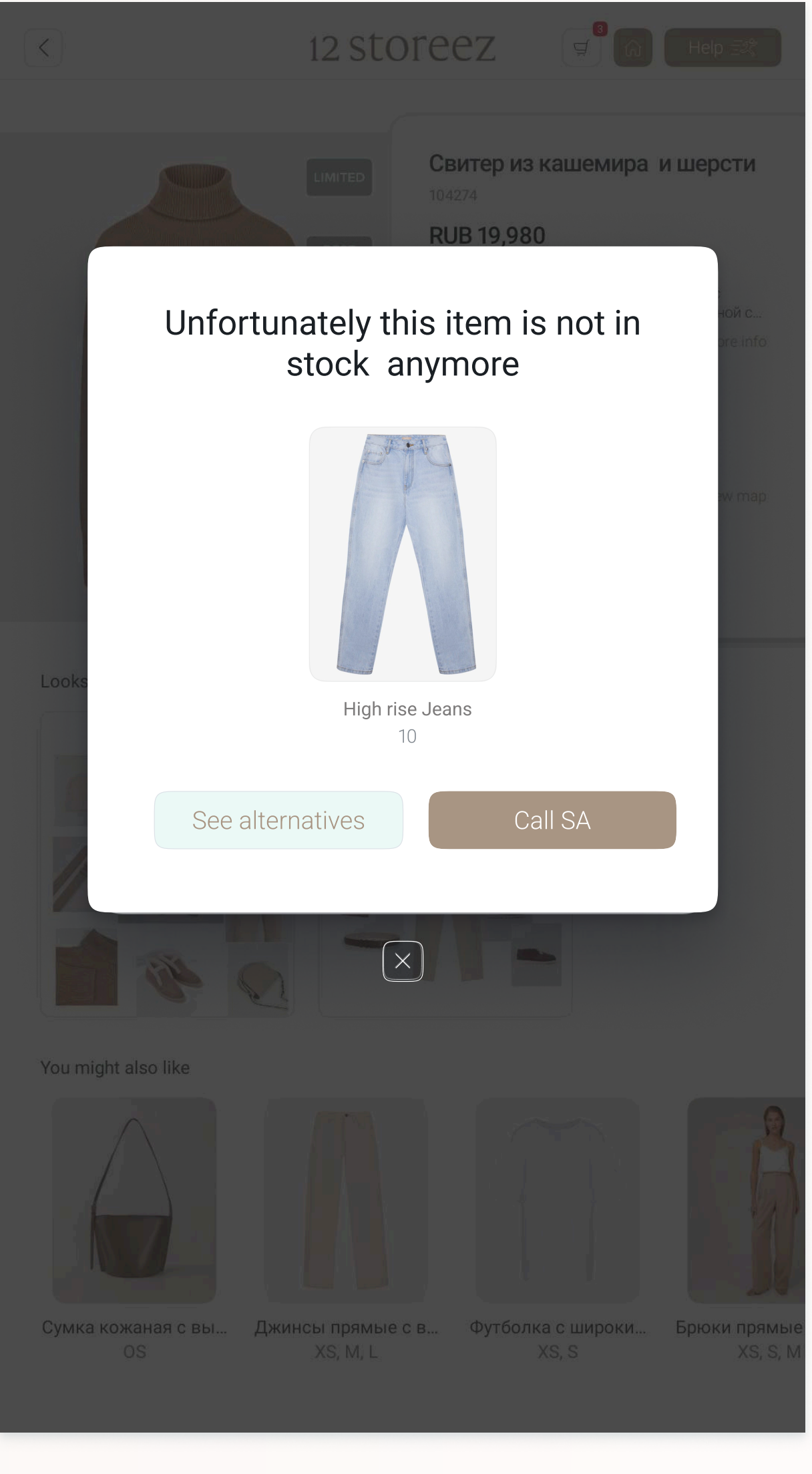
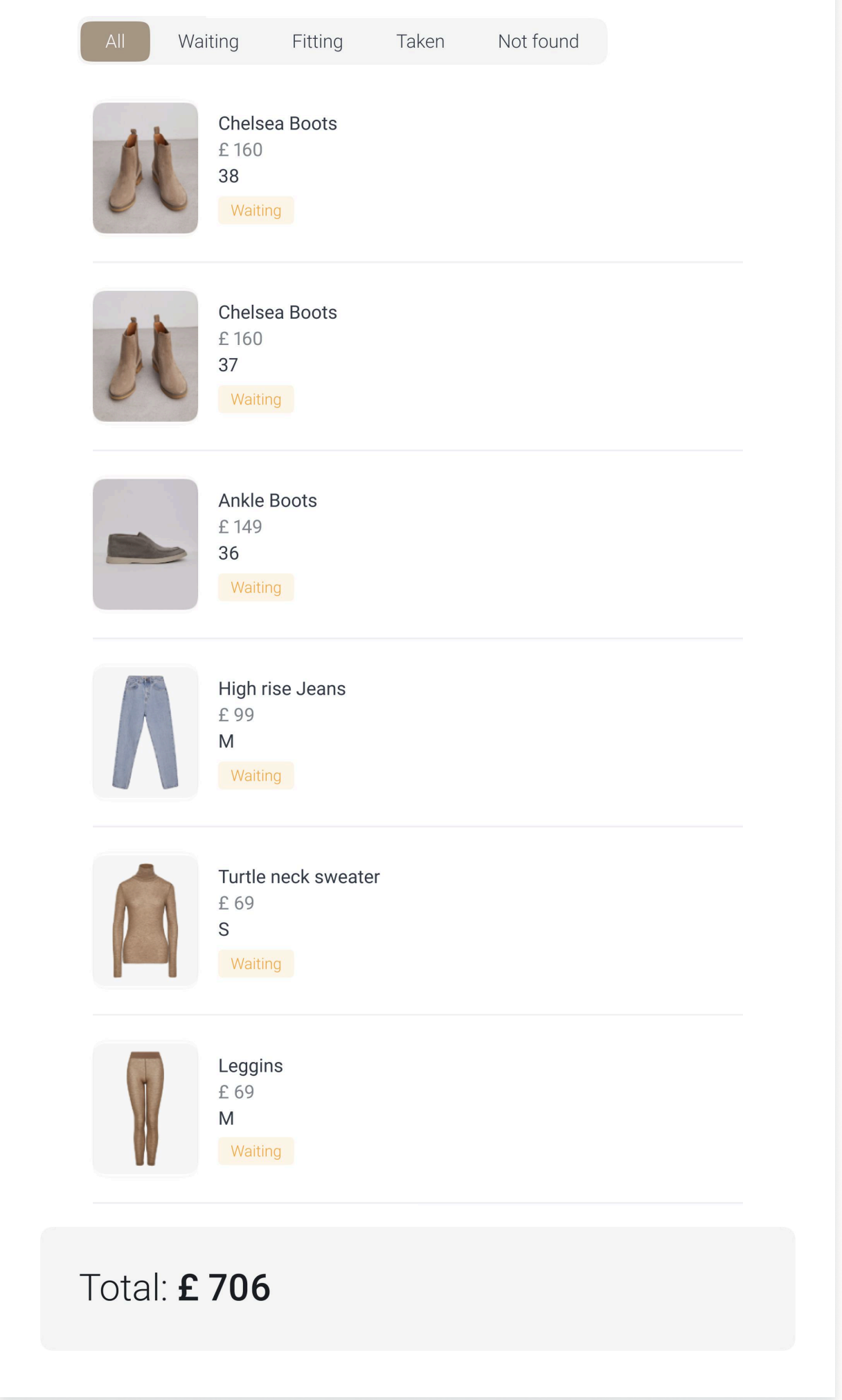
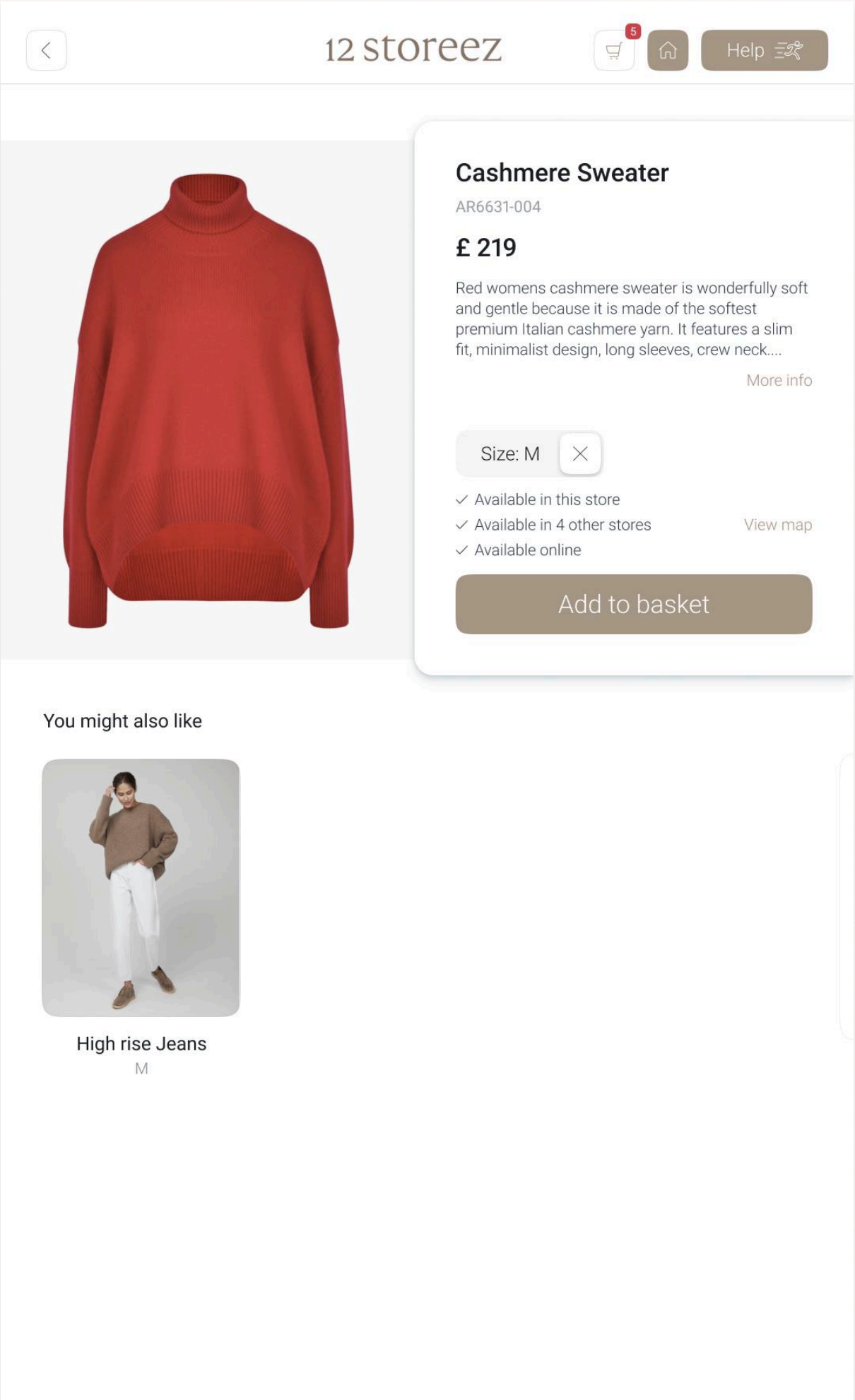
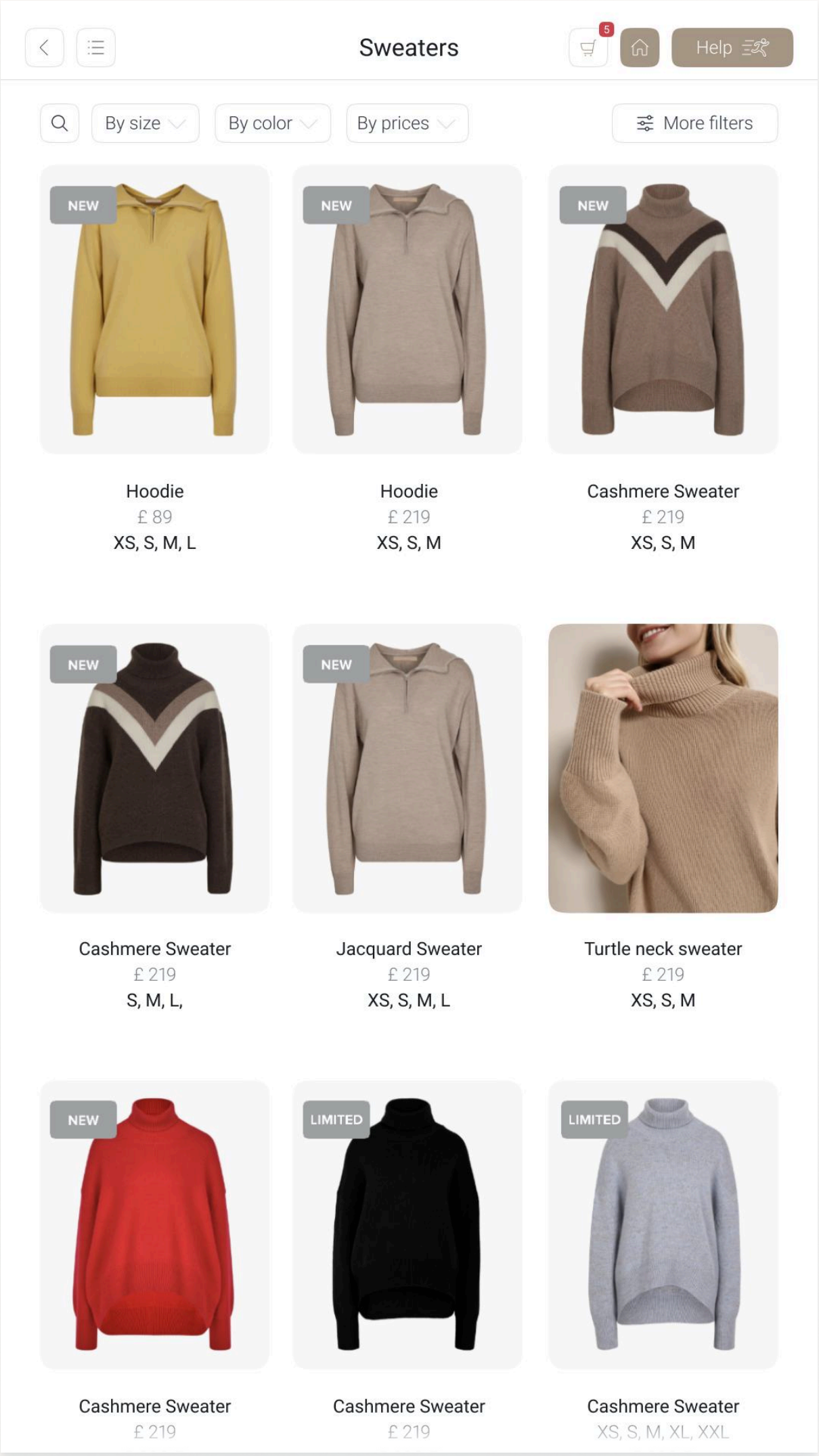
2. In-store products availabilities and online endless aisle catalogue is available for browsing

3. Fully-styled outfits and complementary items are suggested for viewed products

4. Customers are able to request additional products or sizes be brought to the fitting room

5. Sales Associates bring products and track the status of each product in the fitting room

6. Whether the customer has questions or needs styling advice, assistance is just a tap away



RESULTS

+25%

in-store sales

+38%

Basket size (UPT)

+22%

AOV

“

Creating an exclusive service is our priority. We strive to provide an individualised approach to each customer, as well as high-quality in-store support — to achieve this, we always try to keep up-to-date with the latest technologies.

Deploying Mercaux's Digital Fitting Room Solution has not only provided customers with high quality support, but has also contributed positively to important in-store KPIs.

”

Aliia Khasianova - Head of Omnichannel Sales, 12 STOREEZ

If you would you like to see a demo of Mercaux's Digital Fitting Room solution, please get in touch:

[Request Demo](#)



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If you would like to discuss launching your own digital fitting room,
please get in touch:

Olga Kotsur
CEO & Co-Founder
olga@mercaux.com
info@mercaux.com