MERCAUX
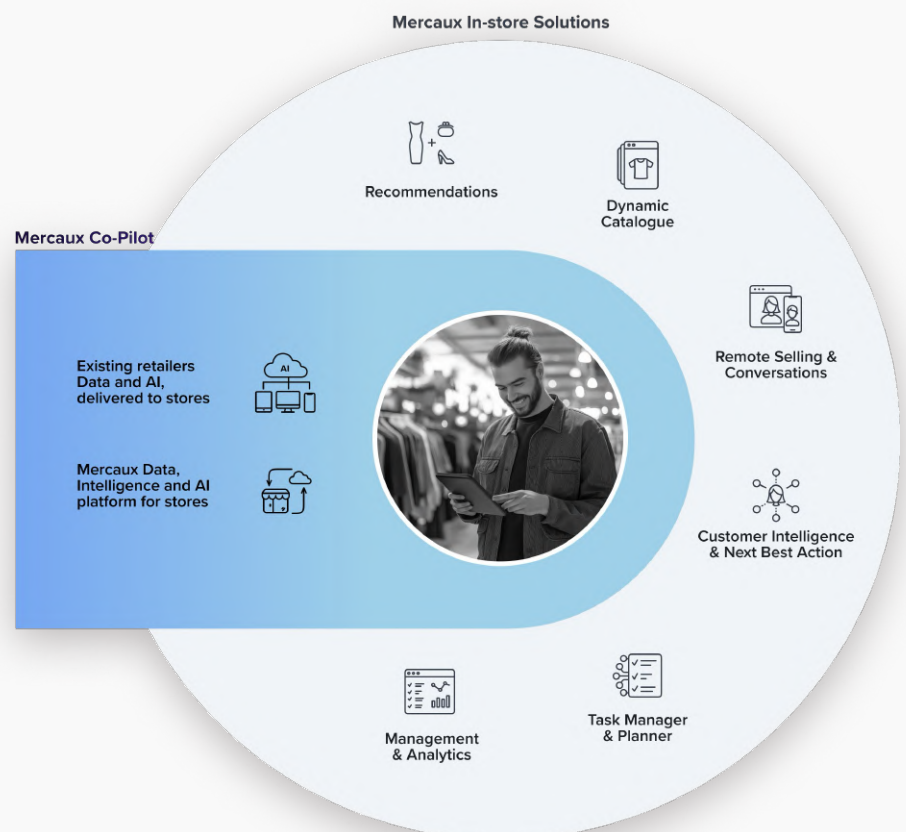
AI FOR STORES THAT MOVES THE NEEDLE

Practical solutions that drive in-store sales and customer LTV, and capture unique "offline" data

Co-pilot for Store Employees to Excel in Sales & Operations

AI is already being leveraged in the background, powering various customer service and marketing use-cases. However, without a connection to the physical store, its impact on direct sales and customer experience remains limited.

Mercaux bridges this gap by empowering sales associates and integrating AI into real-world in-store and remote selling journeys. By enhancing Product discovery, Clienteling, Customer messaging, Task Management and other use cases, Mercaux enables retailers to deliver hyper-personalised experiences while improving the productivity of their in-store employees and capturing unique store data for further model training.

Mercaux In-store Solutions

Recommendations

Dynamic Catalogue

Remote Selling & Conversations

Customer Intelligence & Next Best Action

Task Manager & Planner

Management & Analytics

Mercaux Co-Pilot

Existing retailers Data and AI, delivered to stores

Mercaux Data, Intelligence and AI platform for stores

Integrated With & Powered By Key Players

SAP   shopify   SAP Emarsys   bloomreach   Google   aws

AI-Powered Product Discovery

Integrated Computer Vision for Cross-sell and Alternatives:
- Search by image or description or suggest similar products to improve conversion or out-of-stock losses
- Offer product recommendations and mix&match suggestions to increase the basket size

Dynamic Catalogue:
- Adjust in-store catalogue search and product ranking based on specific location, weather, stock levels, etc
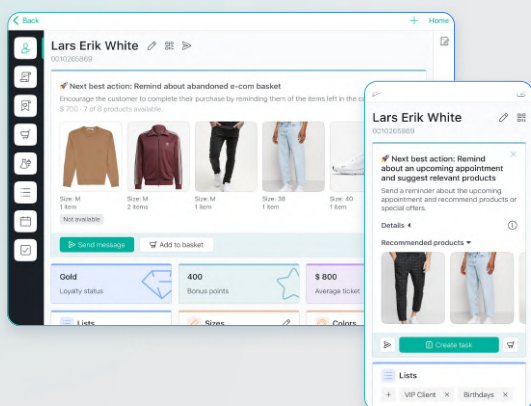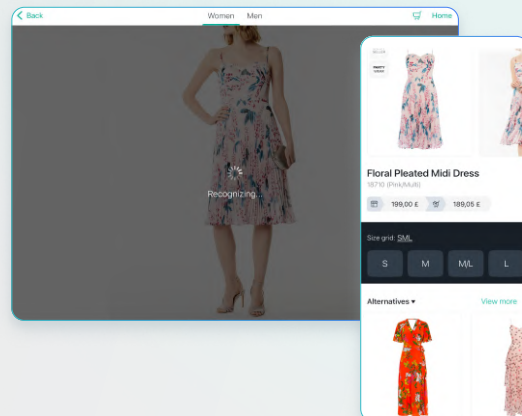
Hyper-Personalisation & "Next Best Action"

- Empower salespeople with the most relevant AI-driven insights for a specific customer.
- Enhance both in-store and remote conversations with personalised offers, bonus point reminders, loyalty perks, or product suggestions.
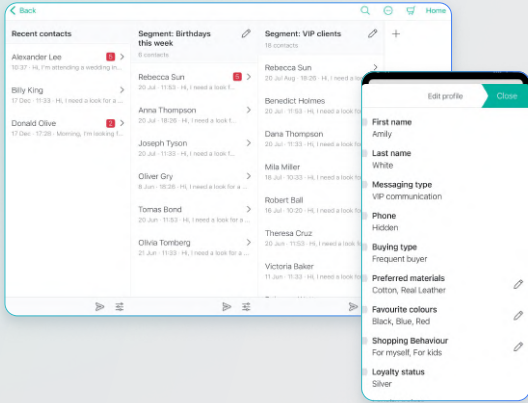
Co-Pilot For 101 Outreach & Remote Interactions

"Democratise" Clienteling and engage larger audiences:
- Leverage AI to launch 101 conversations with hyper-personalised messages on behalf of the salesperson without manual effort.
- Automate 90% of the conversations by suggesting and/or executing the most relevant response messages. Ensure seamless and high-touch interactions only when needed.
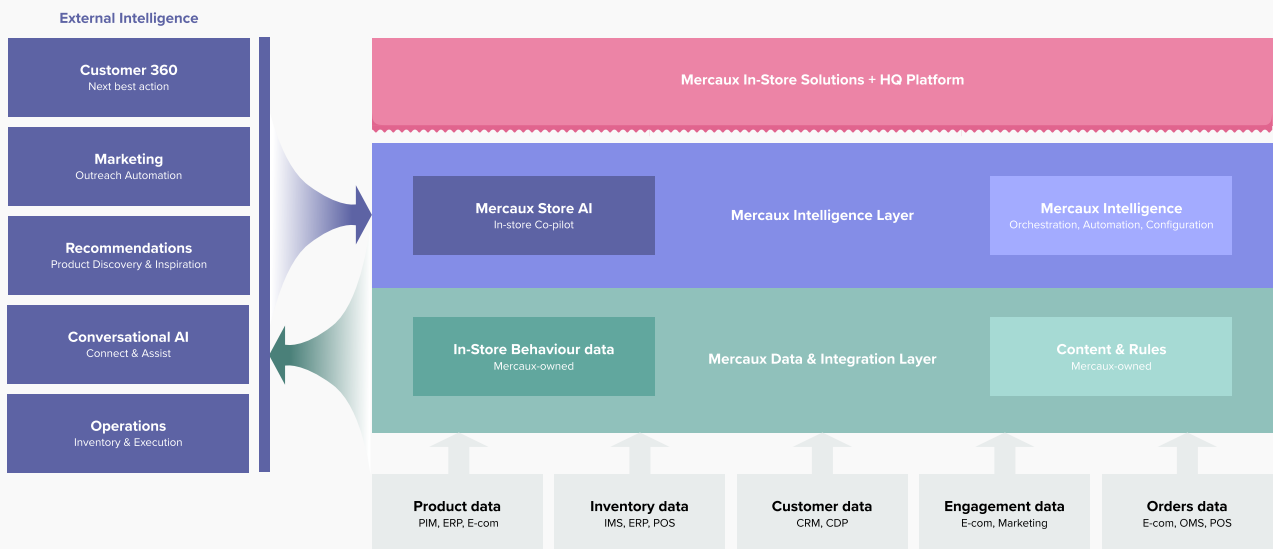
Interested in discussing the AI in-store?
Email us at demo@mercaux.com

Visit mercaux.com
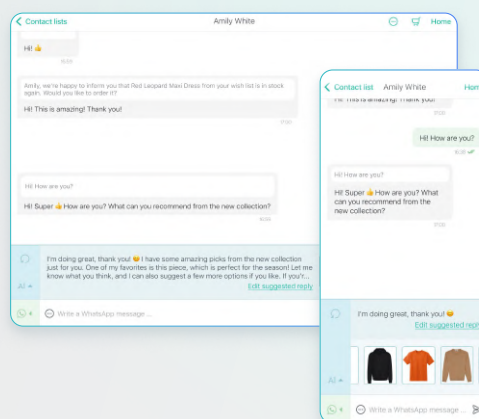
Capture Unique In-Store Data
For CDP & AI Models

- Enhance your data platforms and AI models with insights into in-store customer behaviour, conversations, and salespeople's activities.
- Build micro-segmentation utilising in-store data and equip sales associates with actionable micro-segments, extending the marketing engine into stores.

How it works

Our unique architecture allows us to leverage external data platforms and AI, enhancing them with store-specific, Mercaux-powered intelligence. From the use of sequencing, chatbots, and heuristics to true generative AI, we enable retailers to make the best use of available data and AI models in-store when they're needed most, while also enhancing existing systems with store-specific customer behaviour and employee actions.

External Intelligence

Customer 360	Next best action
Marketing	Outreach Automation
Recommendations	Product Discovery & Inspiration
Conversational AI	Connect & Assist
Operations	Inventory & Execution

Mercaux In-Store Solutions + HQ Platform

| Mercaux Store AI | Mercaux Intelligence Layer | Mercaux Intelligence |
| In-store Co-pilot | | Orchestration, Automation, Configuration |

| In-Store Behaviour data | Mercaux Data & Integration Layer | Content & Rules |
| Mercaux-owned | | Mercaux-owned |

| Product data | Inventory data | Customer data | Engagement data | Orders data |
| PIM, ERP, E-com | IMS, ERP, POS | CRM, CDP | E-com, Marketing | E-com, OMS, POS |

Immediate Commercial Benefits Of AI-Powered In-Store Scenarios

AI-enhanced **product search and in-store suggestions** drive larger basket sizes and higher conversion rates, and save employees' time

101 communications become truly scalable, allowing store employees to **engage larger audiences** even with hyper-personalised messages

New customers are captured and existing ones are getting truly personalised experience across all channels, **increasing LTV and reducing CAC**

By utilising Mercaux in-store and for remote selling, **retailers capture unique customer behaviour data** necessary for AI enhancement