

MERCAUX

in Partnership with  **shopify**

# Assisted Selling & Clienteling

## for truly personalised Customer Experience

### In-Store & Remotely

## Why this Partnership?

Extend your Shopify capabilities to connect online and physical stores with Mercaux and empower store employees to boost sales and provide the best customer experience across all channels.

### Quick & Easy Go-Live

Pre-built Mercaux-Shopify connectors eliminate complex integrations allowing delivery in a matter of days

### Superior Customer Experience Across All Channels

Empower store associates, delight customers, and boost sales through superior in-store and remote selling experiences. Leverage investment into online platform to deliver seamless journeys across all channels.

### 360° Customer Insights

Connect Customer's online and in-store engagements for a single view and personalised journeys across all touchpoints.

## How it works?

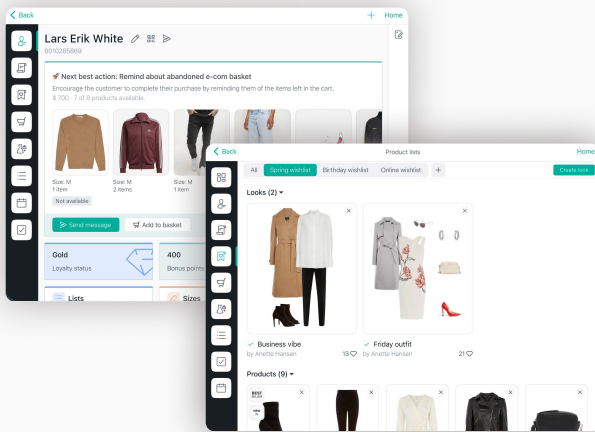
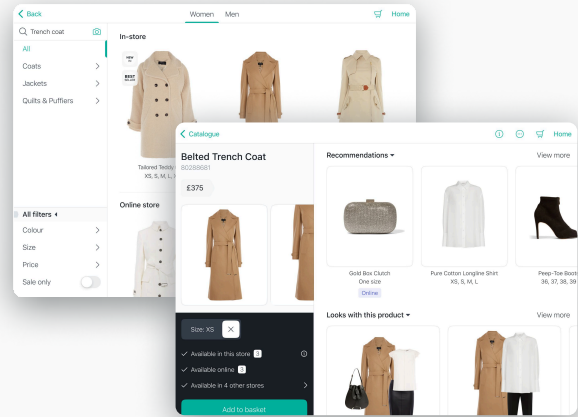
Mercaux delivers In-store Clienteling and Remote selling capabilities using existing Shopify Data & APIs



# A SINGLE APP DESIGNED TO EMPOWER STORE ASSOCIATES

## In-store Product Discovery and Cross-sell that continues Online

- Powerful search across products available in-store and online
- Rich and engaging product content
- Recommendations & Looks for cross-sell
- In-store customer wishlist and interests capture
- Link between in-store visits and online sales, and vice versa

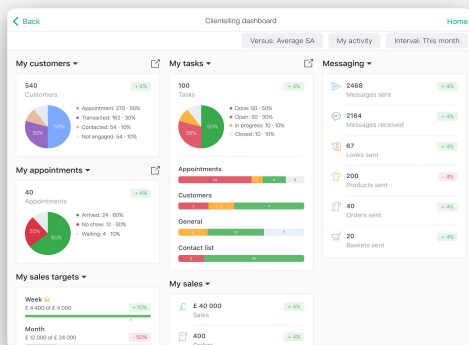
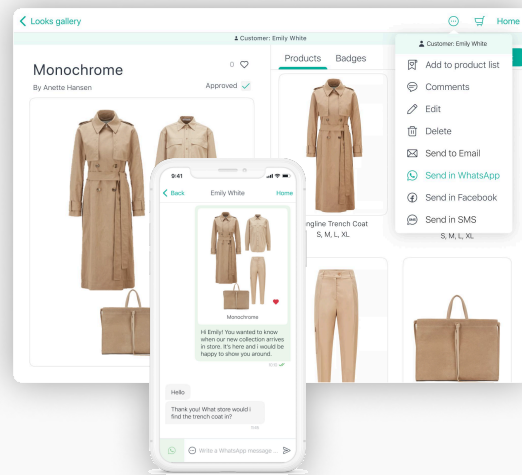


## 360° Customer Profile, Next Best Action and In-store Behaviour Capture

- Rich customer profiles with complete purchase history
- Actionable Next best action for sales people to make every customer store visit count
- Capture preferences and insights gained during in-store visits
- View & Edit customer's basket and wishlists from Shopify
- Add customers into black-books or create tags for post-store 101 communication and marketing follow ups

## Personalised 1:1 and 1:M Communications

- 1-to-1 conversation and 1-to-many outreach by sales people via SMS, WhatsApp, and other channels
- Built-in automation engine to launch personalised campaigns on behalf of sales people or stores
- Inbound messages orchestration to connect customer with the most relevant sales person or assigned private shopper
- Share rich media, including product recommendations, looks/bundles, and payment links
- Create follow up tasks & reminders, based on customers' responses and behaviour



## Stores, Employees and Customers' Analytics and Dashboards

- Access to key store or individual performance metrics
- Sales people behaviour analytics
- In-store customer engagement insights
- Messaging and Remote Selling analytics
- Task management
- Comparison between other stores and employees