

MERCAUX

TOP PRIORITIES FOR 2024 FROM NRF'S BIG SHOW



CONTENT

HOW MERCAUX GATHERED INSIGHTS

- The Mercaux Booth
- Partner presentations
- Branding to drive booth traffic
- SAP partner activation
- Partner fringe engagement

PRIMARY THEMES

- Strategy
- Technology
- Business Optimisation
- Commerce Everywhere
- Customer Experience (CX)
- AI

ABOUT MERCAUX

CONTINUE THE CONVERSATION



Mercaux's NRF Activation 2024

Hundreds of conversations at The Mercaux Booth



Mercaux's NRF Activation 2024

Presentations, Show Guide Back Page & Show Lanyard Branding



Mercaux's NRF Activation 2024

Part of SAP's In-Store Partner Showcase on their booth (Assisted Selling Solution)



1 234567 890123

By color
By size
By prices
By badge

Size: S

✓ Available in this store 3

✓ Available online 3

✓ Available in 4 other stores

£ 375.00 £ 365.00

Mercaux's NRF Activation 2024

Understanding the opinions of our partner community

Partner Fringe Events Attended

stripe

ēlo

 bloomreach

SAP[®]

 **BRITISH
COUNCIL**

 Talon.One

Orium

Primary Themes



Strategy



Technology



Business
Optimisation



Commerce
Everywhere



Customer
Experience (CX)



AI

Strategic Takeaways

1. 2024 will be a year of business optimisation (improving processes, etc)
2. It's no longer a question of "if to modernise" but "how to modernise" - the role of AI and automation will play an important role along with a quick win approach - Composable Digital Transformation
3. Customer-centricity remains core, with strategies for enhancing and streamlining their cross-channel experience through unified commerce initiatives continuing to be a well attended topic in the conference agendas
4. Retailers will spend more this year on business transformation, after a couple of years of cautious spending on tech and people
5. Steering committees for the deployment and benefit of AI continue to be formed. Deployment is still in its infancy, but retailers are taking the potential benefits seriously (see dedicated section)

Technology Takeaways

1. Composable is hot with MACH a driving force
2. Those technologies that enhance CX, both online and in-store, rise in focus
3. Consolidation of incumbent ISVs will be scrutinised further this year
4. RFID is still spoken about widely, but now with more success stories being publicised
5. Self-checkout was spoken about and seen frequently, with mPOS still a high priority for many discussions.

"The Biggest game changer for us has been mPOS"

COO - Bouclair.

Business Optimisation Takeaways

1. Returns was another big topic spoken about on stage with multiple retailers "showing off" their ease and speed of returns credentials. Bouclair shared that they have reduce return to store from 4 minutes to 45 seconds through their latest innovations.
2. Speed of onboarding staff through the use of in-store CX platforms was cited as one of the biggest benefits to many speaking on stage.

"We've gone from 2 weeks to 30 mins"

Chad Best -SVP of Customer Experience Operations for Lovesac

3. Optimising the store is still a priority, but why do customers visit? (WD Partners)
1. Same day purchase 2. Sales 3. BOPIS 5. Try-on 6. Returns
4. At home Depot, they have three focus areas for the Modern Store;
1. Customer Centricity; 2. Omnichannel Innovation; 3. Assortment Innovation

Commerce Everywhere Takeaways

1. Consumer don't see channels, they see a brand. Retailers should no longer think in silos, but think holistically across a customer's omnichannel journey
2. "Unified Commerce" talked about a lot but there is a need for integration of technologies, processes, data, etc to make this possible
3. Retailers readiness for deploying omnichannel and unified commerce strategies is at an all time high with CDP, OMS, Payment etc. systems deployed and ready to help facilitate the expectations of the customers
4. Greater deployment is needed within the store to make commerce everywhere a reality (36% deployment rate) to ensure in-store behaviours are fed back to CRM/CDPs for the benefit of customers' omnichannel experiences.

Customer Experience Takeaways

1. “Omnichannel platforms are critical to adapt to customers changing needs” cited one leading retailer
2. All departments and levels of the organisation are talking to CX, with Mercaux hosting CX store visits with prospects up to CEO level.
3. SAP dedicated a whole section of their stand to in-store innovation, showing that the biggest of supplier to enterprise retail are supporting the in-store CX aspirations of their retail customers.
4. Make it easy for your store associates to facilitate exceptional in-store CX

*"The most important things about
deploying in-store CX is to make it easy
for the associate"*

Oz Saar - CIO - Steve Madden

AI Takeaways

1. AI is THE topic of NRF, with more than 50% of conversations onstage citing the consideration, testing, and in some cases, deployment of some AI-initiatives
2. AI washing (vendors claiming that have AI when they don't) is prevalent
3. There is a need to define the use cases and deliver value for these before investing in a company-wide AI investment strategy - start with why
4. AI requires data for success. Full stop.

"Store every bit of data even if you think you don't need it"

Lapsed Themes

- 1.** Despite the world talking about sustainability, little was discussed on this important topic, either by retailers and solution providers
- 2.** Metaverse was a hot topic at NRF 2023, but little conversations were had on the shop floor or on stage during 2024



Leading Retailers are using Mercaux as their In-Store Omnichannel CX Platform

Selected Customers

RIVER ISLAND



ESPRIT

ESTÉE LAUDER

TENDAM
GLOBAL FASHION RETAIL

JIGSAW

SPRINGFIELD
AS YOU LIVE

STADIUM GOODS®

UNO_{de50}

 SUPERSPORTS

SCS

12 storeez

+8-10x

Return on
Investment

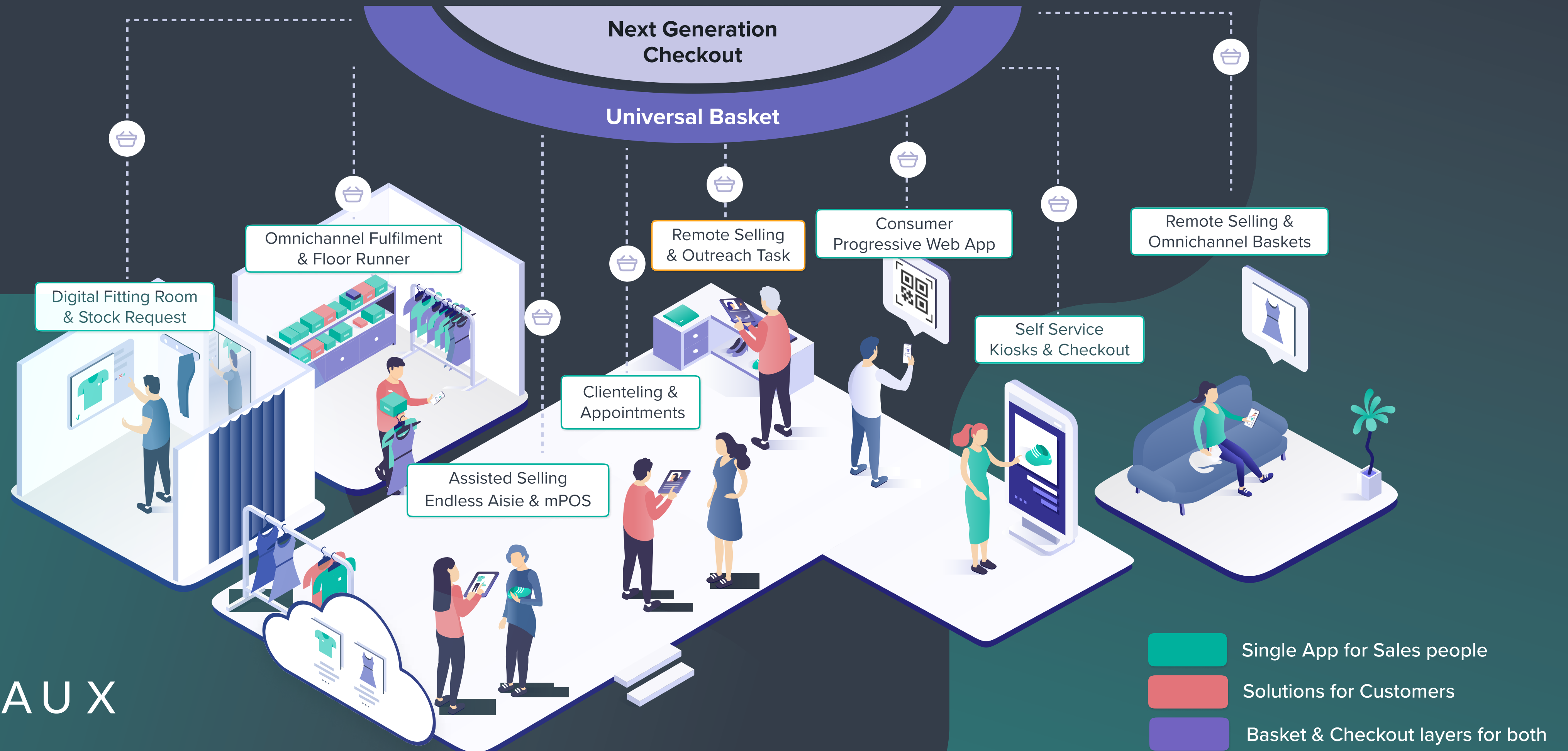
+5-9%

Increase
in Store Sales

+20%

Time saved for
Sales People

Digitising In-store Experience to Increase Sales and connect offline and online channels together



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