

TENDAM & MERCAUX

ENTERPRISE MULTI-BRAND RETAILER

CONNECTED STORE

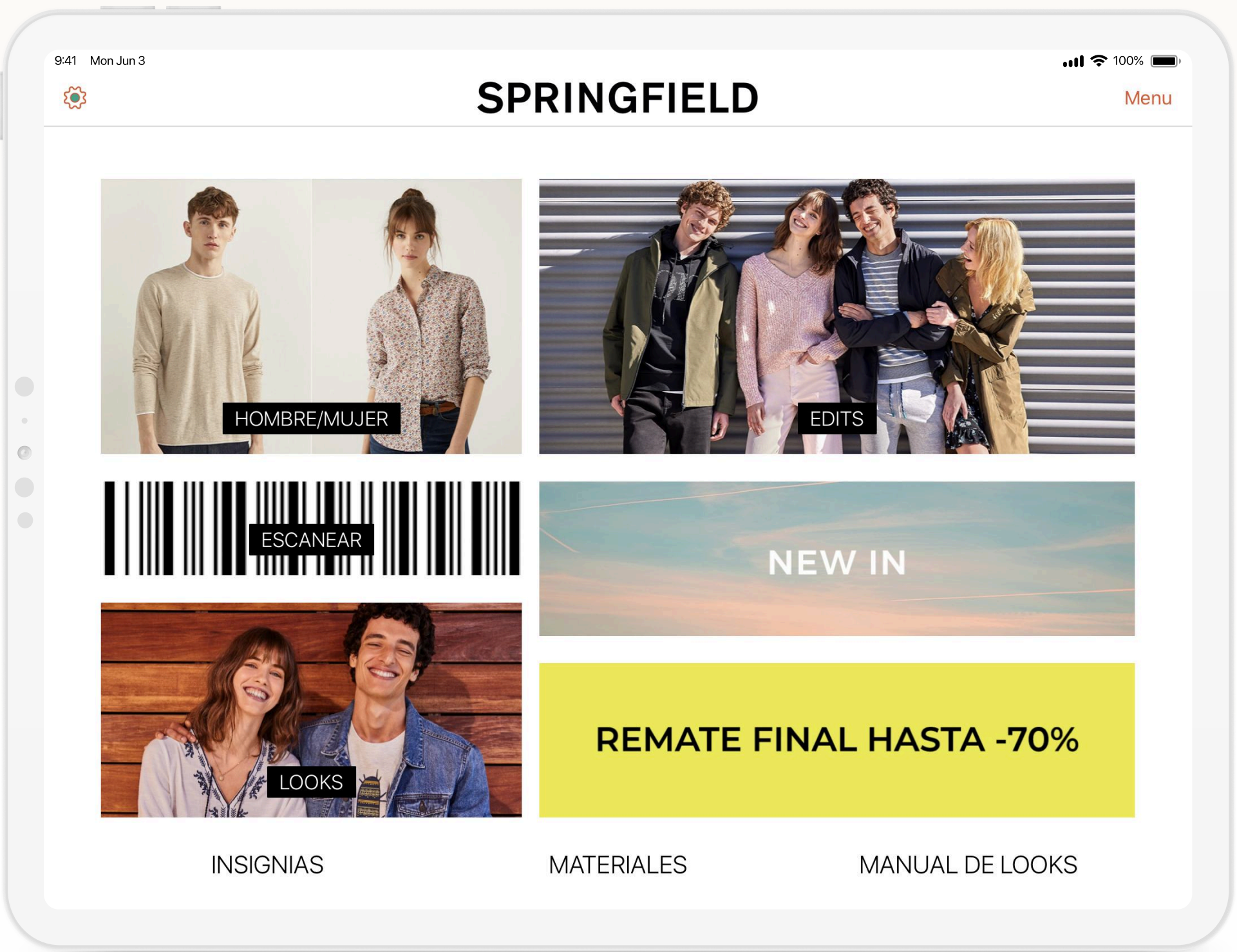
CASE STUDY



MERCAUX

TENDAM
GLOBAL FASHION RETAIL

Tendam Group (formerly known as The Cortefiel Group) chose Mercaux as their transformation partner to connect their stores and staff to the digital world. Convinced by the results of the pilot in their Springfield stores, the company has since extended the partnership to two more brands. Mercaux is now live in over 250 stores throughout the Iberian region.



C O R T E F I E L



Pedro del Hierro

PARTNERSHIP INTRODUCTION

“

“We initially launched with Mercaux across our Springfield stores, and alongside an expansion of this project, we have now deployed the same technology in our Cortefiel brand. We approached Mercaux with very specific objectives, wanting to **enhance the commercial capabilities of our store personnel and equip them with cutting edge technology** to better serve our customer base.”

”

Pedro Esquivias

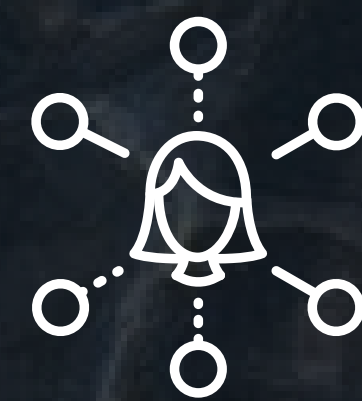
Chief Customer Officer at Tendam



PARTNERSHIP OBJECTIVES

After successful roll out of Mercaux's Connected Store solutions across Springfield brand, Tendam – the international multi-brand enterprise retailer – has deployed Mercaux's solutions with the brand that gave rise to the company, Cortefiel.

The growth of the partnership continues to focus on these key objectives :



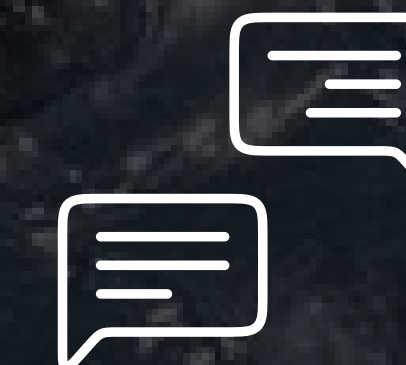
Provide a highly personalised and consistent **omnichannel experience**



Empower sales associates with **product knowledge & styling tools**



Improve **customer conversion** and increase **basket size**



Streamlined two-way **communication with HQ**

WHY PARTNER WITH MERCAUX?

Easy & Fast Integration

Easy and fast implementation of solutions without the lengthy time and resources associated with heavy CAPEX developments.

Modular & Flexible

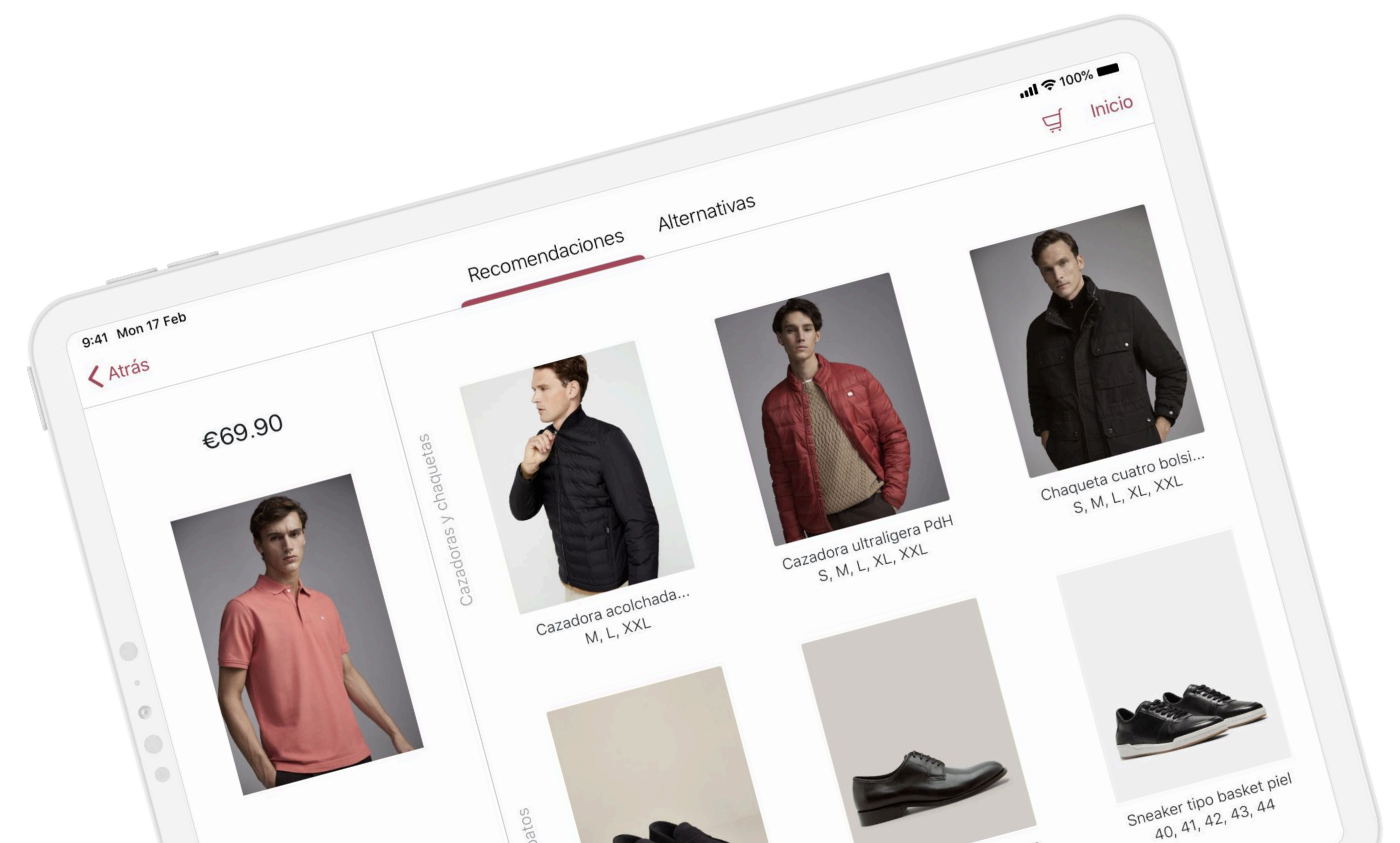
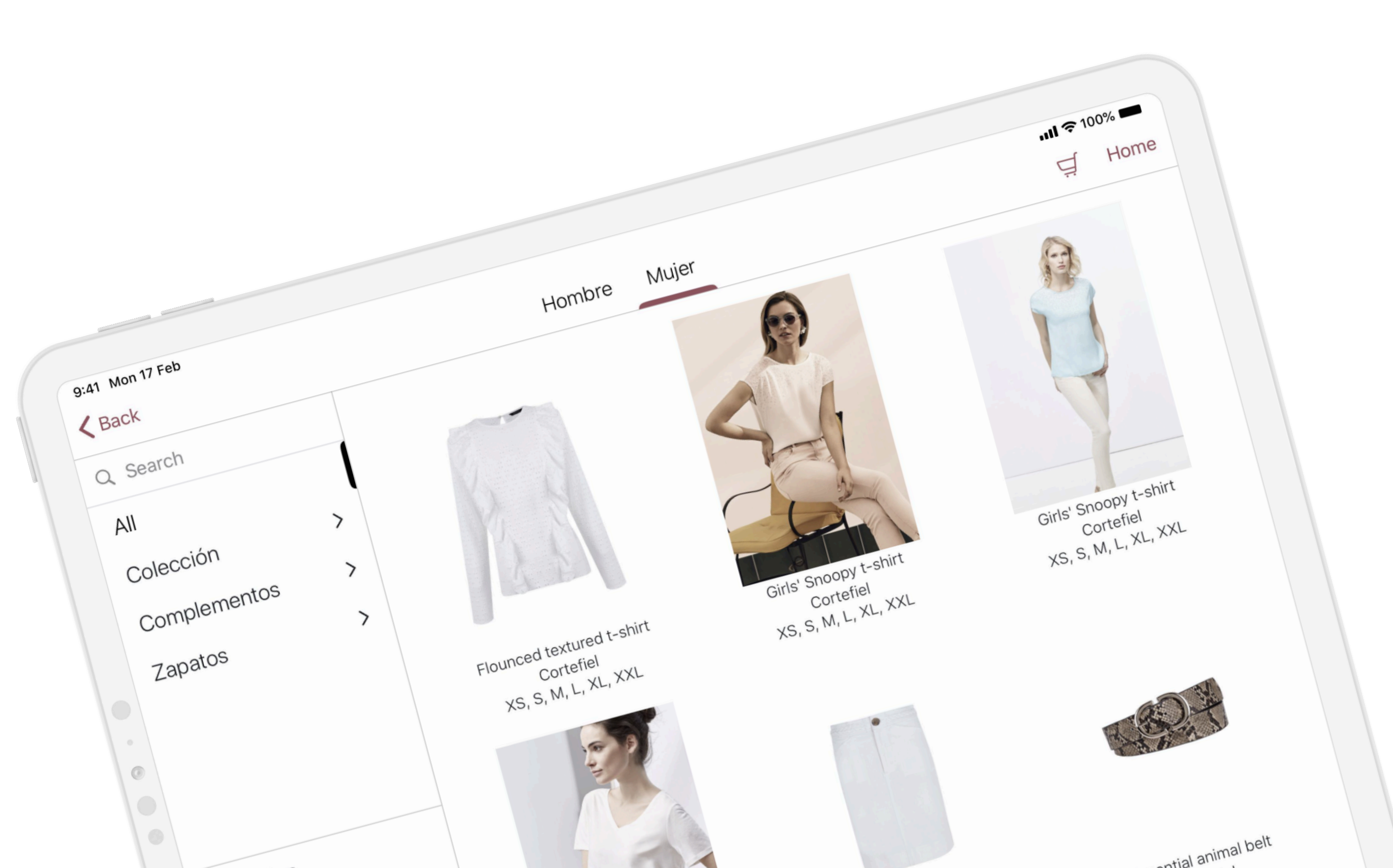
Modular and highly flexible platform allowed Tendam to easily upgrade existing solutions and experiment by deploying brand new ones.

Improved Customer Experience

Store Staff deliver a highly personalised service by leveraging a customer's previous in-store & online interactions.

Intuitive & Reliable

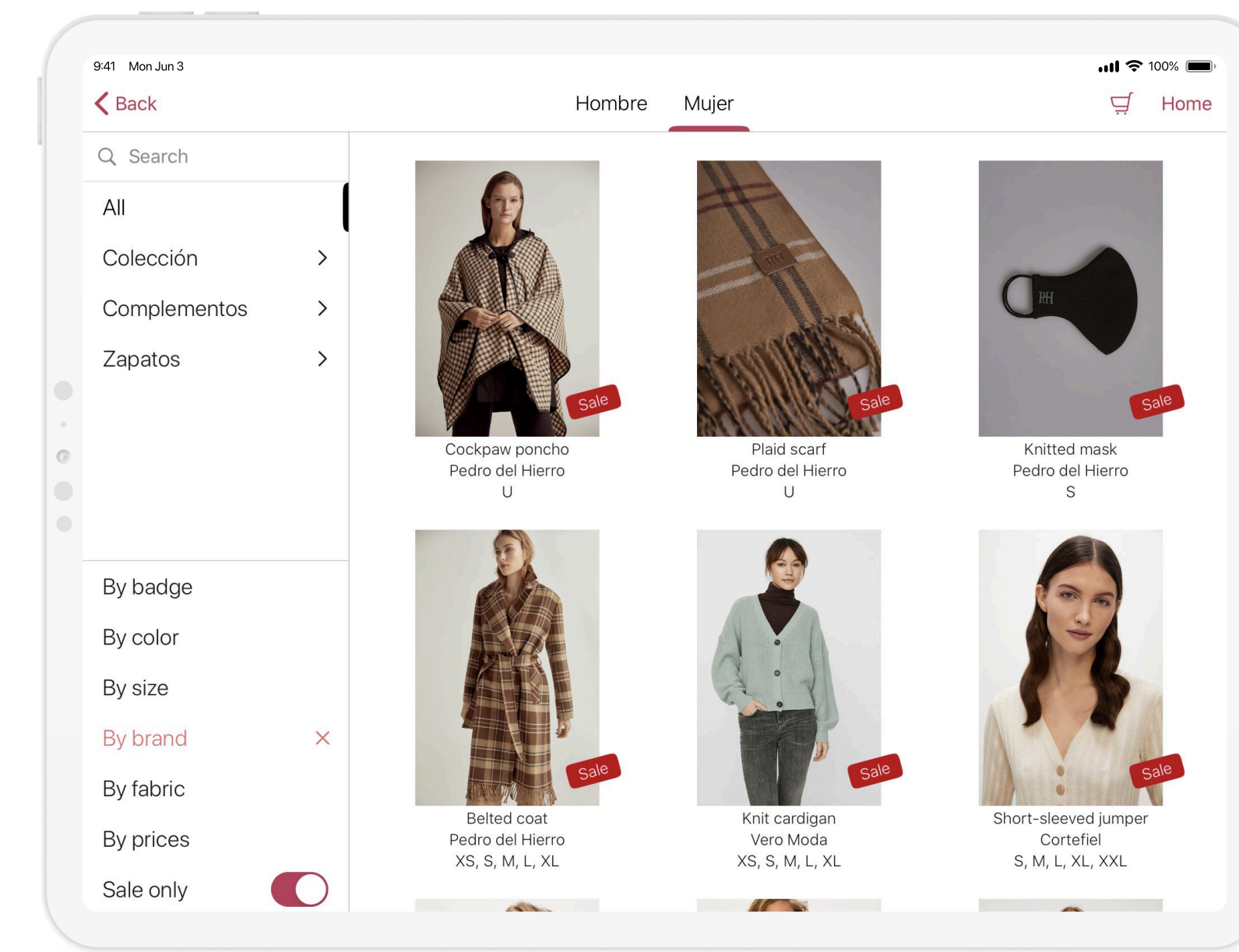
Mercaux's solutions operate without the need for a stable WIFI connection, giving teams access to content at all times.



SOLUTIONS

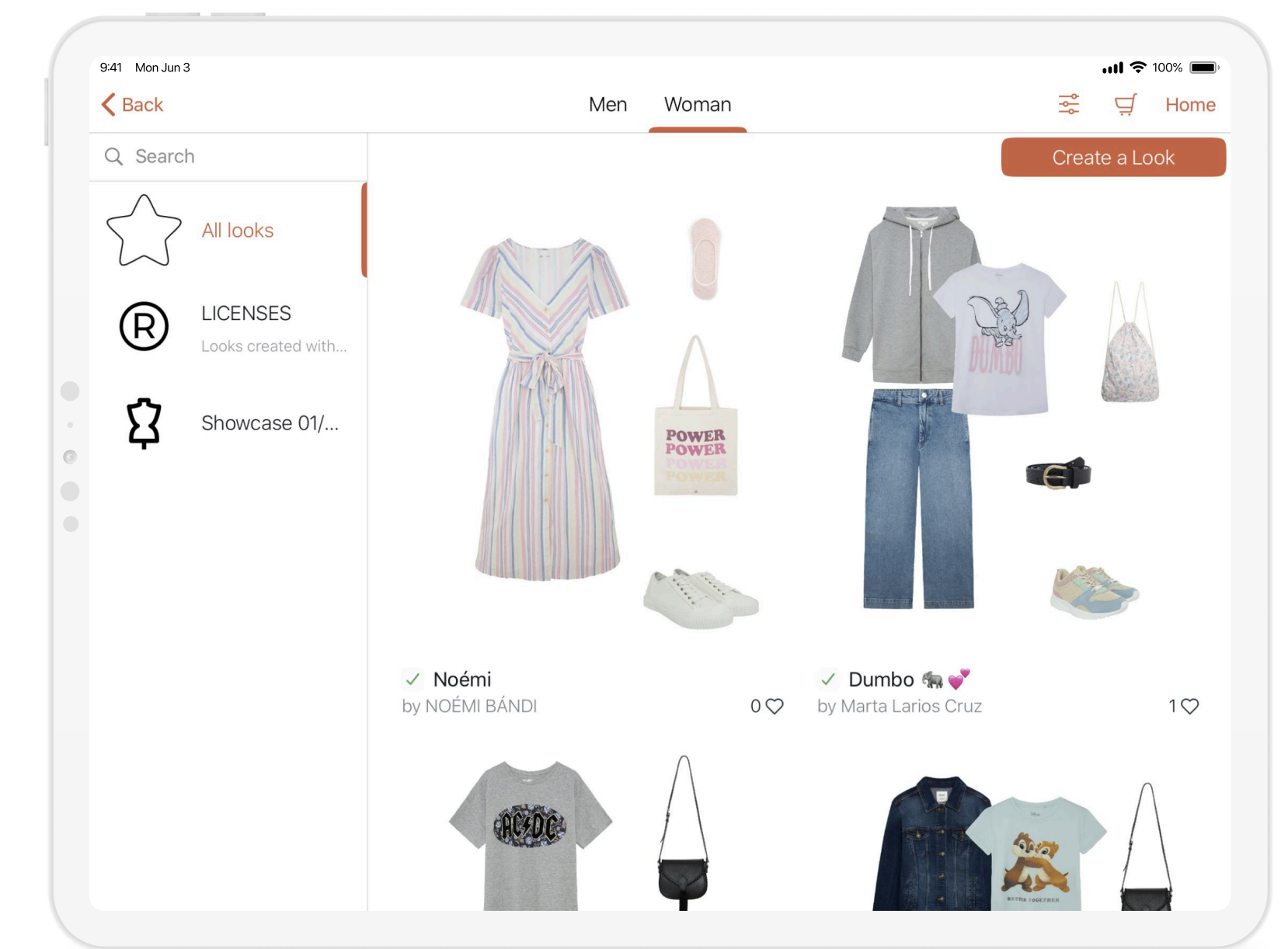
Sales Assist & Omnichannel

Store Associates access the endless aisle of products for product descriptions, suggest recommendations, reserve in another store or complete an online transaction, **increasing conversion and recapturing lost sales.**



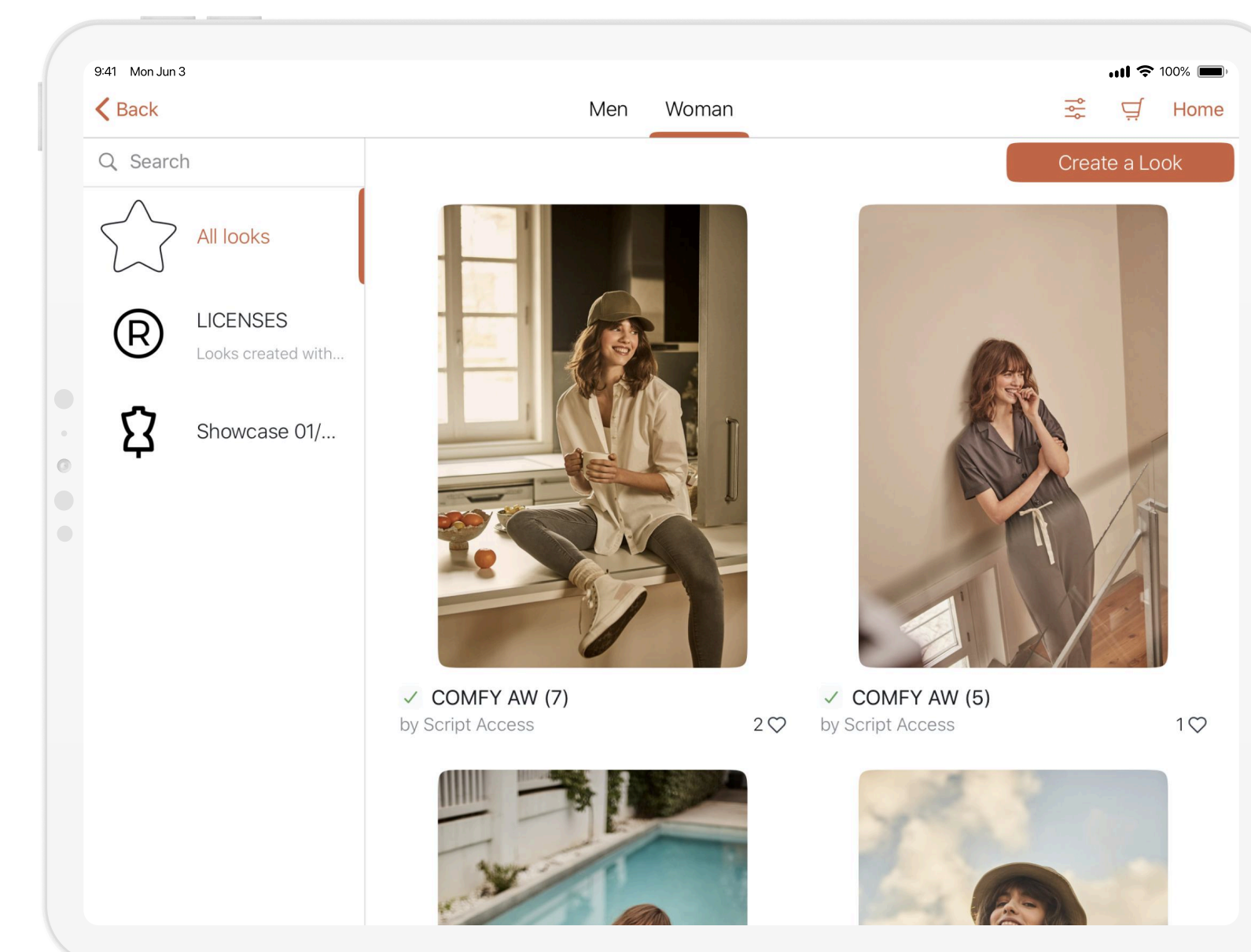
Styling & Bundling

Store Associates create complete looks from within the app by 'bundling' items together to inspire customers to purchase entire looks instead of individual items, **increasing the basket size.**

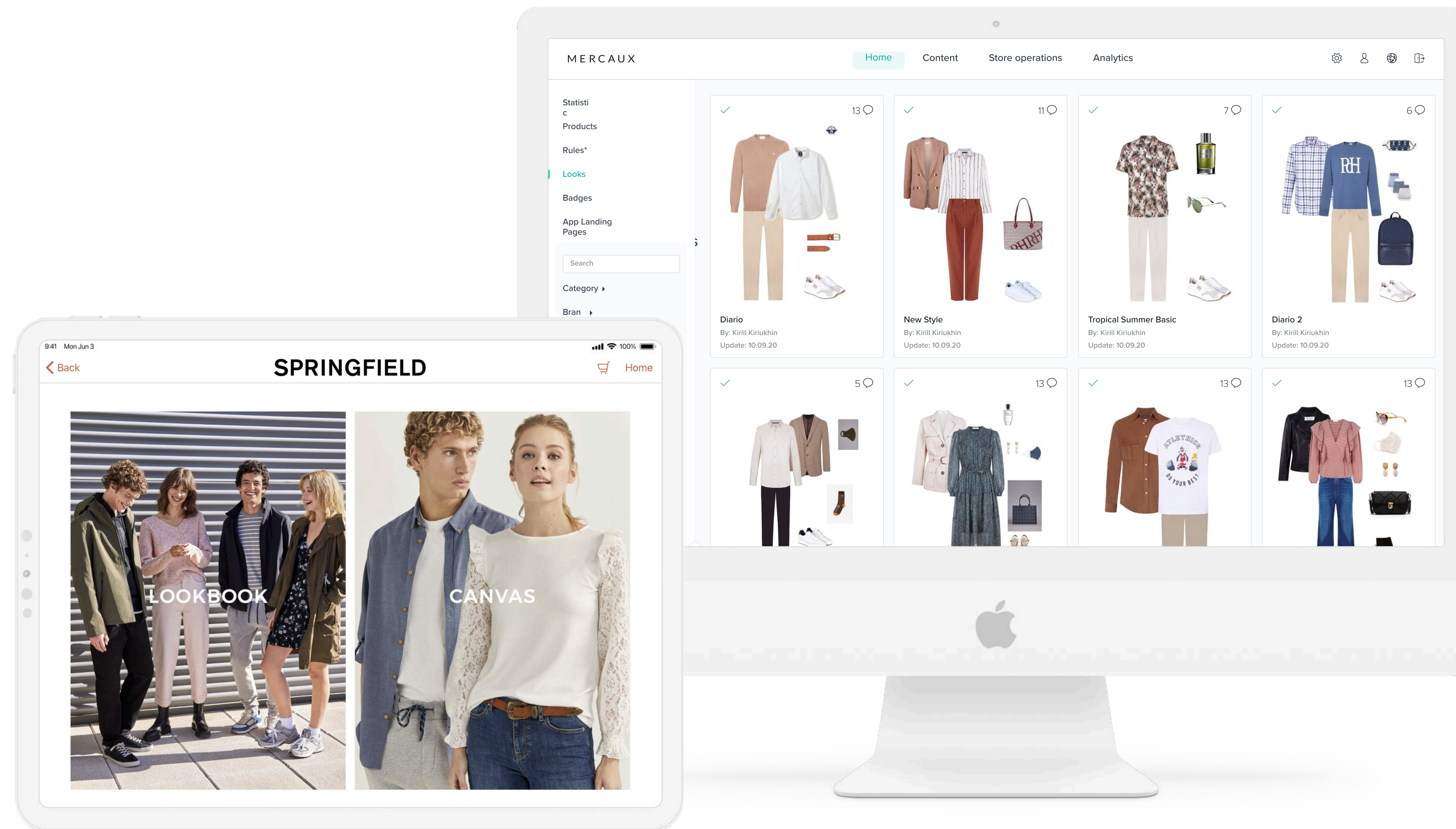


Storytelling

Store Associates access content featuring their products shared on social media to encourage customers to replicate the style by purchasing the entire look, **increasing units per transaction (UPT).**



HOW ARE THE SOLUTIONS DEPLOYED



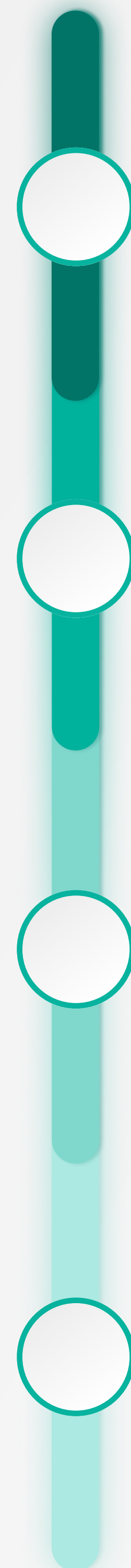
In-Store App for Sales People

- Personalised recommendations
- Alternatives from the in-store or online transactions
- Bundled products to display complete looks.

HQ Management Web Portal

- Content creation & management
- Customer behaviour and product analytics
- Staff Performance & KPI tracking

PROJECT TIMELINE



PHASE 1:

2019 SPRINGFIELD PILOT

10 stores
1 country, Spain

PHASE 2:

2019 SPRINGFIELD ROLL-OUT

+52 new Springfield stores
+1 country, Portugal

PHASE 3: 2020 SPRINGFIELD EXPANSION & CORTEFIEL PILOT

+100 new Springfield stores
+1 brand, Cortefiel

PHASE 4:

CORTEFIEL ROLL-OUT & HOSS PILOT

+40 new Cortefiel stores
+1 country, Portugal for Cortefiel
+1 brand, Hoss



 Springfield  Cortefiel

RESULTS

400-500

Apps events per day

6% UPLIFT

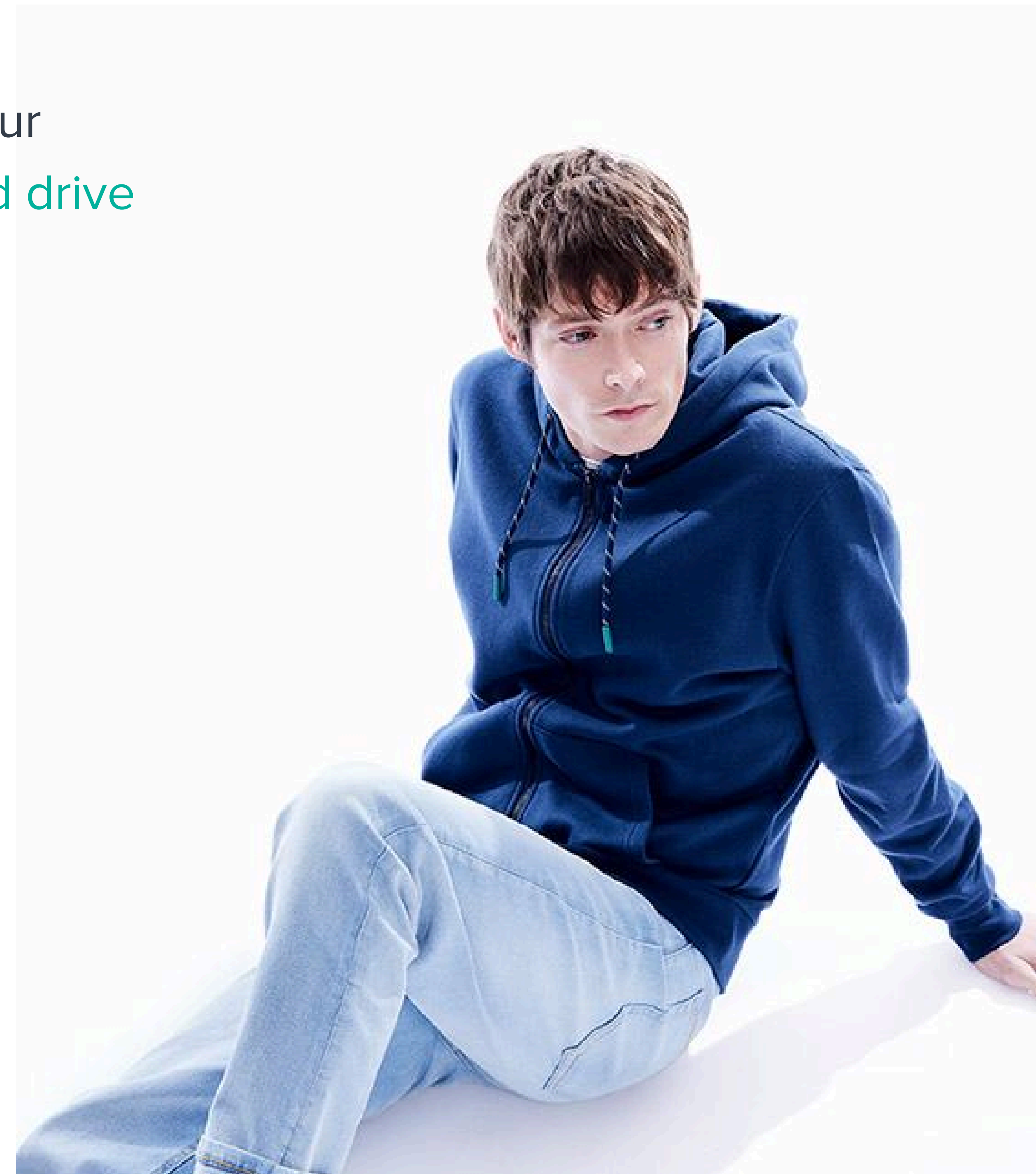
in customer conversion

“We are very impressed with Mercaux’s performance in our brands, as they **confirmed the initial KPIs and have helped drive sales significantly.**”

Pedro Esquivias
Chief Customer Officer at Tendam

Would you like to see a demo of these solutions in action?

[Request Demo](#)



MERCAUX

If you would like to discuss launching your digital
transformation roadmap with us,
please get in touch:

Olga Kotsur

CEO & Co-Founder

olga@mercaux.com

info@mercaux.com

