

# IN-STORE CLIENTELING & CX PLATFORM FOR DIY STORES

A purpose-built platform for the diverse needs of the  
DIY shopper and Home Renovation Customer



## Why is a purpose-built solution needed?

### DIVERSE CUSTOMER NEEDS

Expert advice or  
quick purchases

### COMPLEX PRODUCTS

Numerous colour, style,  
and size parameters

### TRANSFORMATION PROJECTS

Support for longer-term  
refurbishment projects

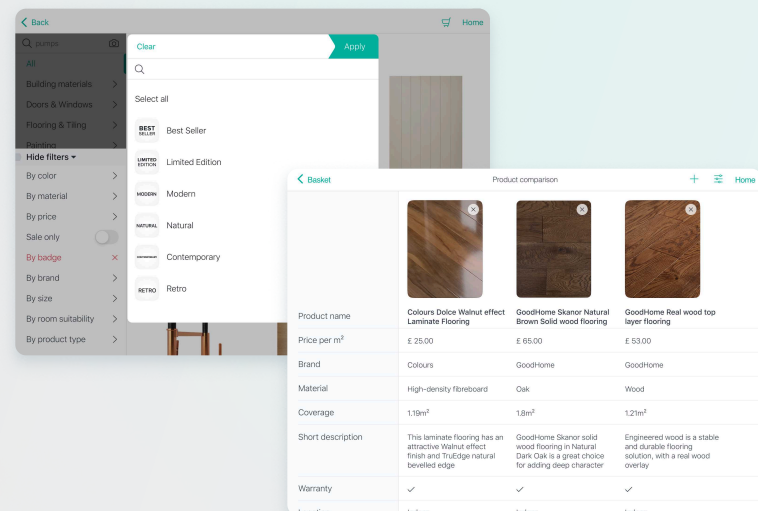
### VARIOUS ADD-ONS TO PROMOTE

After purchase care  
and warranties

# A Single App for Store Associates

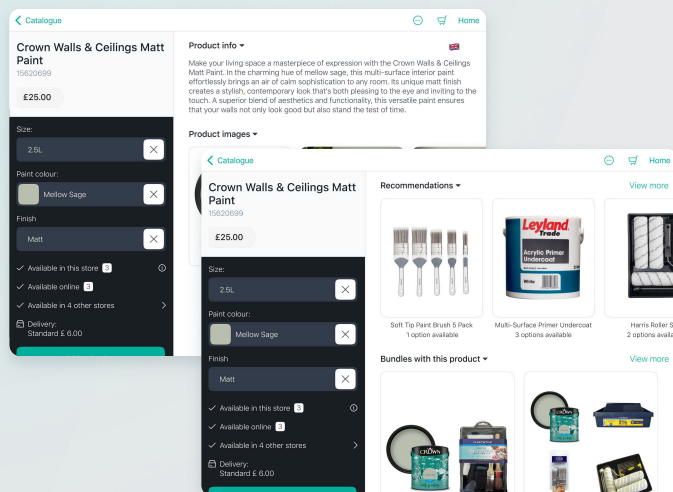
## Advanced Product Search & Comparison

Use powerful search capabilities to filter entire product assortment by various details like colour, materials, size, and features. Compare products side-by-side for making informed decisions easy.



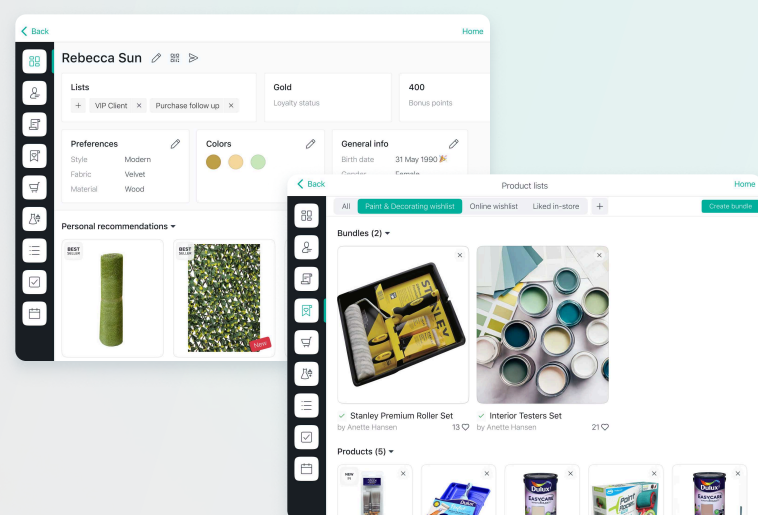
## Utilise Complex Product Parameters

Apply complex product parameters (such as colour or material) to a single item to customise recommendations. Further elevate product discovery by spotlighting sustainable materials or lifetime guarantees.

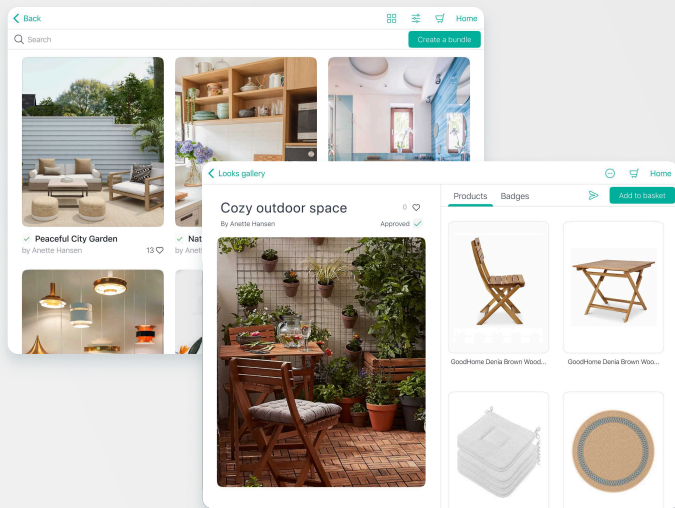


## Access Customer Profile and Capture In-Store Behaviours

Access 360-view profile including purchase history, wishlist, loyalty status and personal preferences (brands, colours, materials). Capture missing information and in-store behaviour for future remarketing.





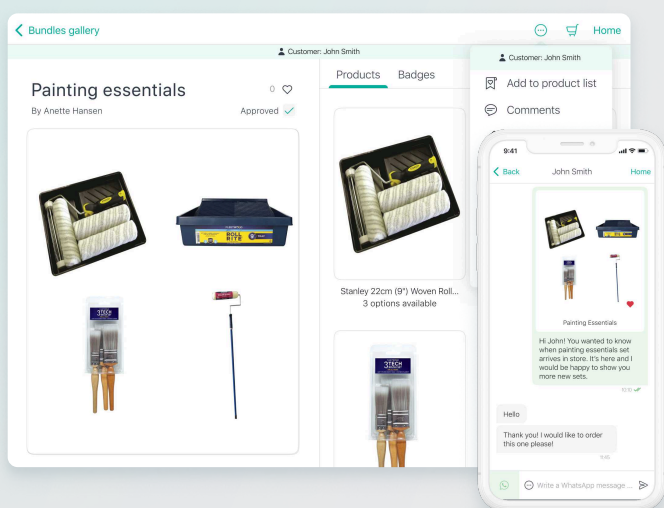
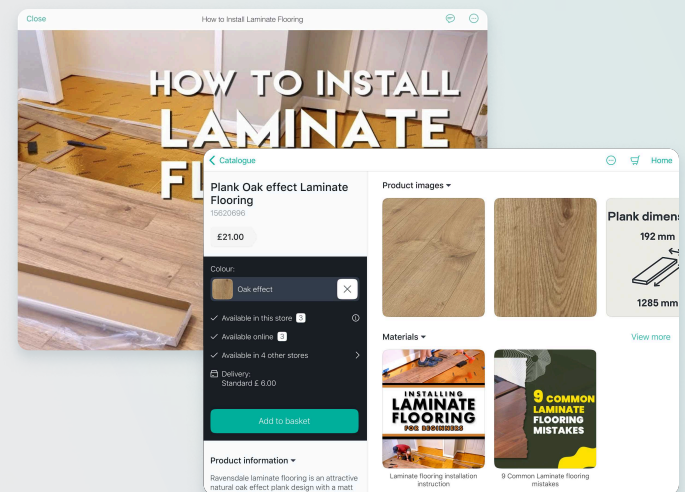


## Inspire Refurbishing Projects and Bundle Purchases

Inspire customers to 'purchase the look' of a new bathroom or garden. Collect all the items needed for a customer's project by selecting and arranging individual items using an easy to use drag-and-drop canvas.

## Empower Store Staff with Instant Access to Knowledge Base

Upload and link detailed product specifications, installation guides, and maintenance instructions directly to specific products, making it instantly available for your store staff whenever they need it.

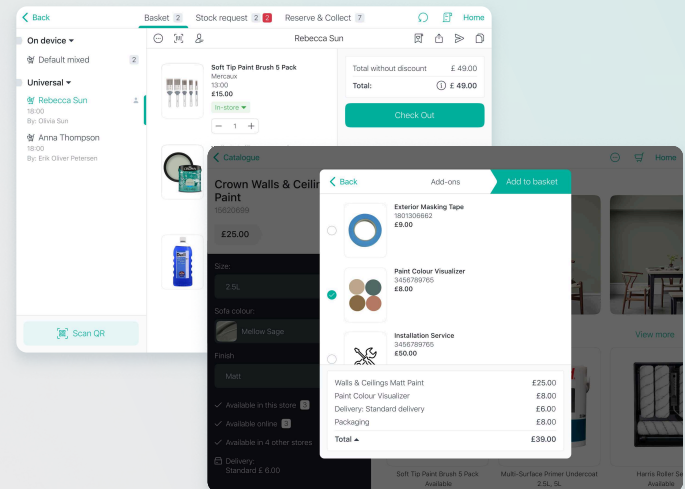


## Share Relevant Content and Sell Remotely from Store

Initiate a new conversations via inbounds from E-com, email, SMS, or WhatsApp or send outbound messages. Utilise 360° profile view and full inventory access to personalise every interaction, whether continuing in-store dialogues or driving new ones.

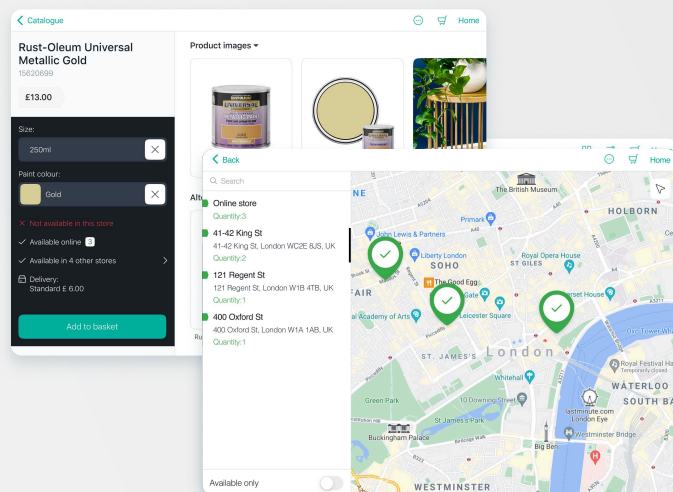
# Promote Add-ons & Checkout

For larger purchases, offer flexible payment option in-store such as Buy Now Pay Later. Additionally, use the opportunity to up-sell offering aftercare services or warranty and complete transaction with mPOS capability.



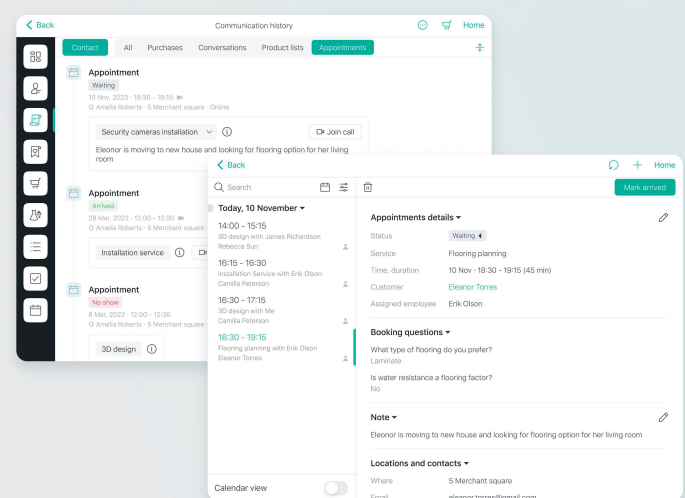
# Flexible Omnichannel Fulfilment

Harness company-wide inventory to create mixed baskets of omnichannel items in-store and remotely, and fulfil these orders through the various channels to support BOPIS, Click & Collect, and ship-from-store.

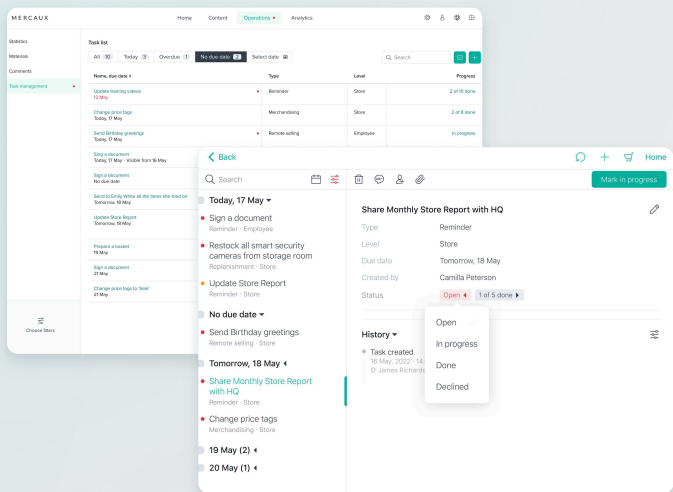


# Book Appointments with Design and Installation Teams

Offer appointment-based visits to your stores, enabling customers to communicate the specifics of the project in advance, and provide your staff with a single dashboard to manage all appointments and input notes from the visit.





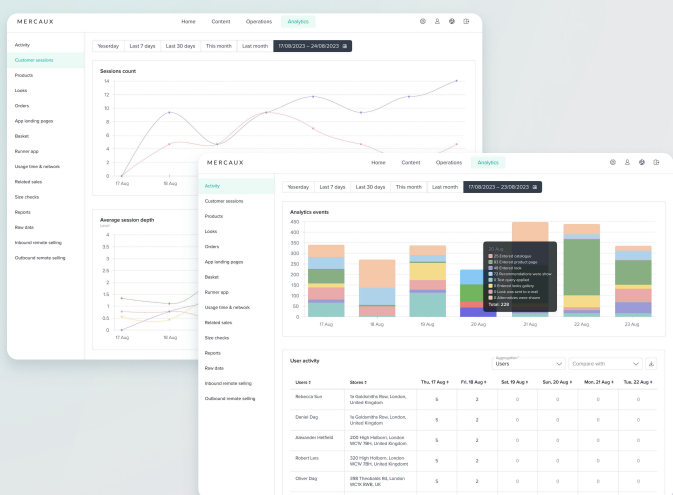
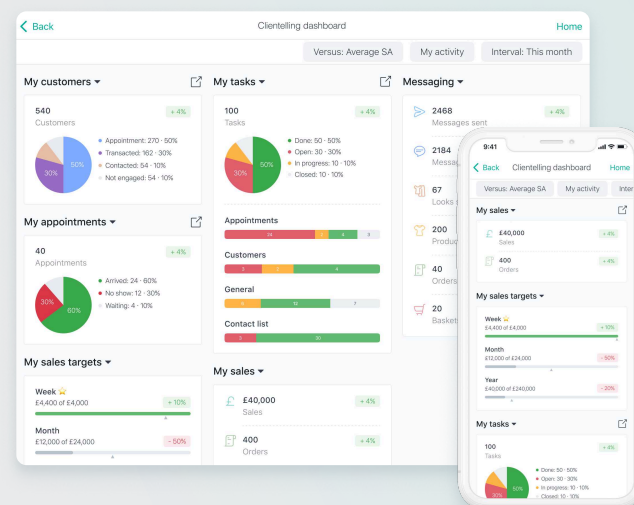


# Keep Staff Focused, Informed and Aligned

Centralise and prioritise daily operations, from visual merchandising to price adjustments and product training, with Intelligent Task Management designed for both manager and HQ-driven tasks created manually, in bulk, or automatically.

# Allow Stores & Staff to Easily Track KPIs

Provide stores with immediate access to their KPIs and performance through dynamic dashboards, enabling a clear view of their progress against agreed goals.



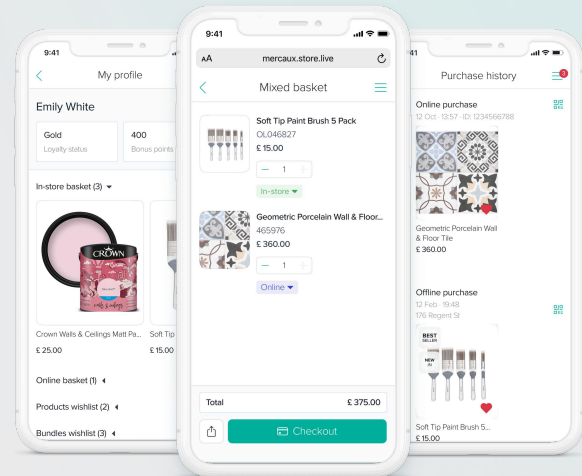
# Track Usage and Gain Valuable Insights

Harness usage statistics to understand customer journey, lost sales and preferences. Make store staff activities transparent and measurable. Collect actionable insights to refine In-Store CX.

# A Suite of Self-Service Solutions

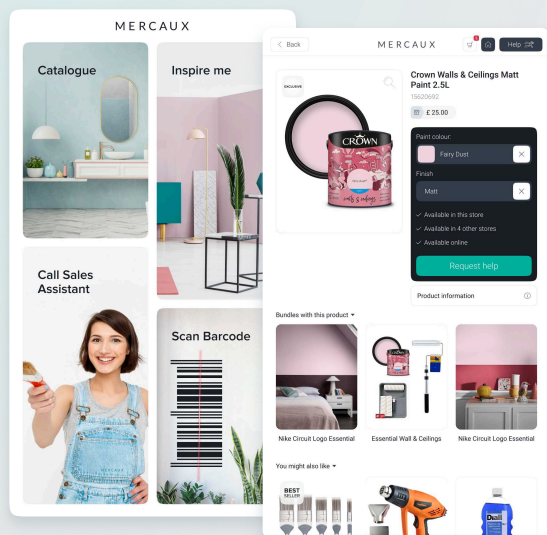
## Web App for Scan&Go or Self-Discovery

Equip customers with digital self-service capabilities on their own device and give them the power to easily discover products, check availability, build baskets and checkout anywhere in-store.



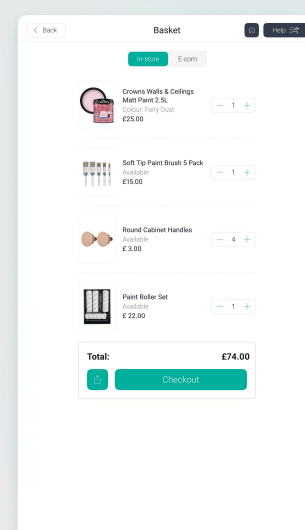
## Self-Service Product Discovery

Introduce Self-Service Touch Screen Kiosks for customers to easily browse the endless aisle catalogue. Find inspiration from engaging content on display, or easily request assistance from staff.



## Self-Checkout Kiosks

Enhance in-store CX by removing the biggest pain point in their in-store journey - the line at the cash register. Offer your customers the ultimate in convenience by quickly checking out using barcode scanning or RFID.





# Mercaux Store Associate Customer Survey

89%

Helps sell more products

90%

Creates a better in-store experience

95%

Helps find product info & availability

96%

Makes my job easier

## Easy to Integrate. Easy to Deploy. Easy to Use

- **Staff Enablement** — provide store staff with tools that make their life easier, and provides all the information they need to inspire customers to make a purchase.
- **A Single Platform** — Consolidate your in-store solutions into one platform so your employees do not need to juggle multiple Apps.
- **Commercial Benefits** — higher conversion by giving staff access to the endless aisle and the communication tools to engage with customers beyond the store.
- **Speed of Deployment** — for entry-level solutions we can be live in your stores in as little as 2-4 weeks.

## Selected Ecosystem Partners:



Olga Kotsur  
CEO & Co-Founder  
[olga@mercaux.com](mailto:olga@mercaux.com) / [info@mercaux.com](mailto:info@mercaux.com)

[Click here](#) to book a meeting.  
Or visit [mercaux.com](https://mercaux.com)