

MERCAUX



IN-STORE OMNICHANNEL PLATFORM FOR DIY STORES

A purpose-built platform for the diverse needs of the
DIY shopper and purchase



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

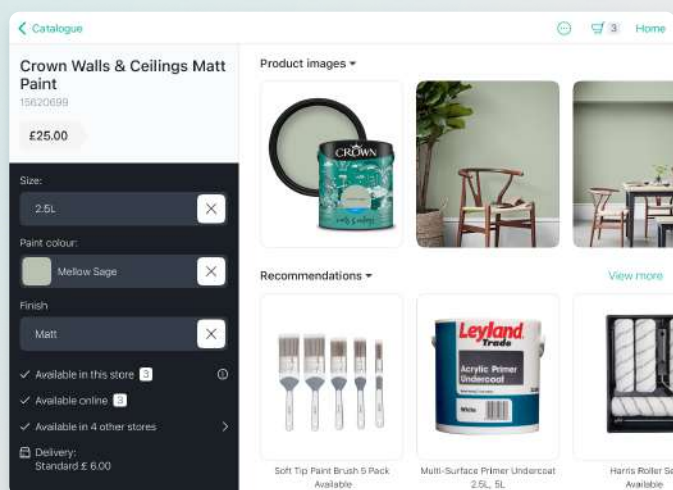
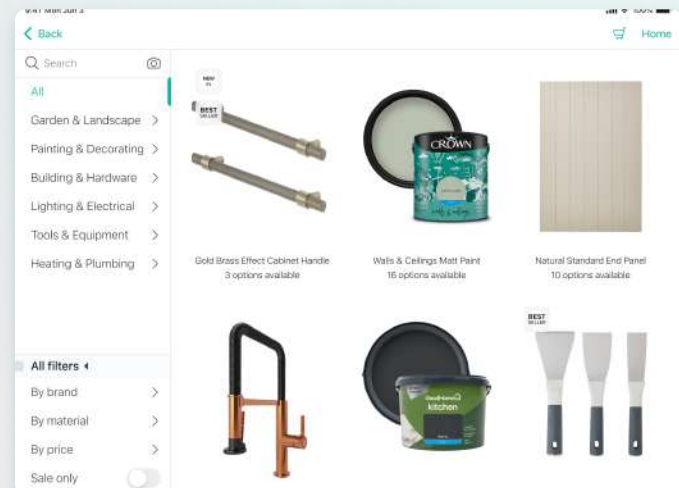
VARIOUS ADD-ONS TO PROMOTE

After purchase care
and warranties

A Single App for Store Associates

Display Endless Aisle In-Store

Empower your store associates to become experts in every category by providing a solution that includes intuitive search and filter capabilities to your endless aisle.

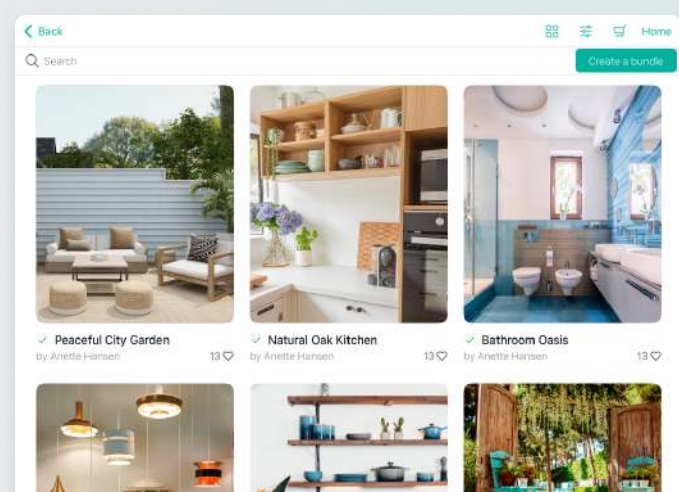


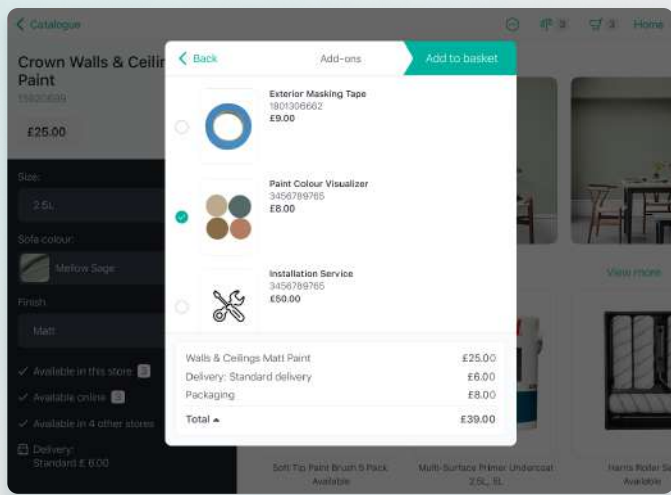
Supports Complex Products

Our assisted selling solution is tailor-made for DIY stores, enabling you to apply numerous colour, style, and size parameters, empowering your team to present the perfect choices, every time.

Inspire Transformation Projects

For larger transformation projects, inspire customers to 'purchase the look' of a new bathroom or garden. Easily browse or search a catalogue of designs to help pinpoint the style, and send to their personal email or WhatsApp.



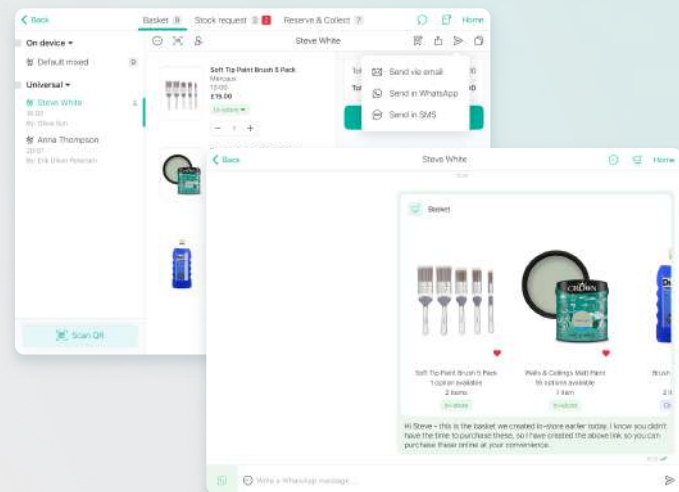


Promote Add-On Services

Up-sell items that are typically purchased with the existing items in the basket, or add services such as installation, allowing staff to manage the entire path-to-purchase through a single application.

Create Universal Baskets

Enable customers to create digital baskets that combine in-store products with items from other channels. Purchase in-store, save to their online profile, or send them via email or WhatsApp for purchasing at a later date.



Mercaux Store Associate Customer Survey 2023

89%

Helps sell more products

90%

Creates a better in-store experience

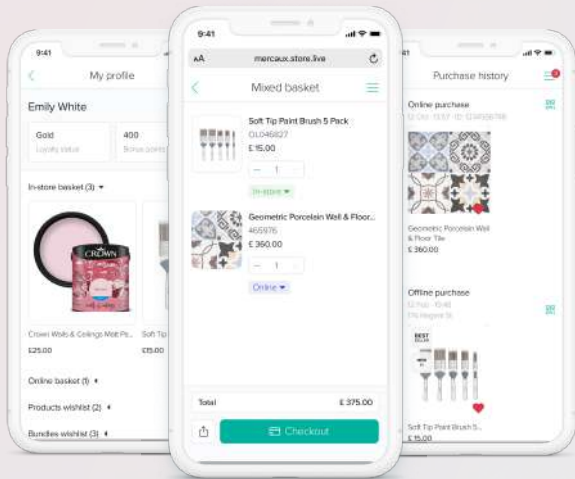
95%

Helps find product info & availability

96%

Makes my job easier

A Suite of Self-Service Solutions

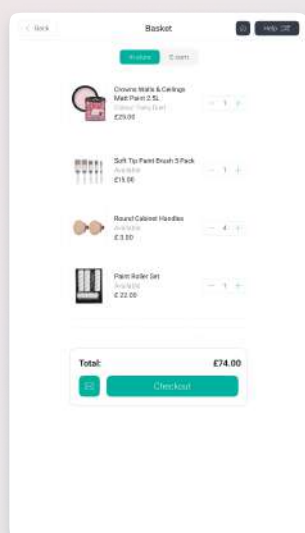
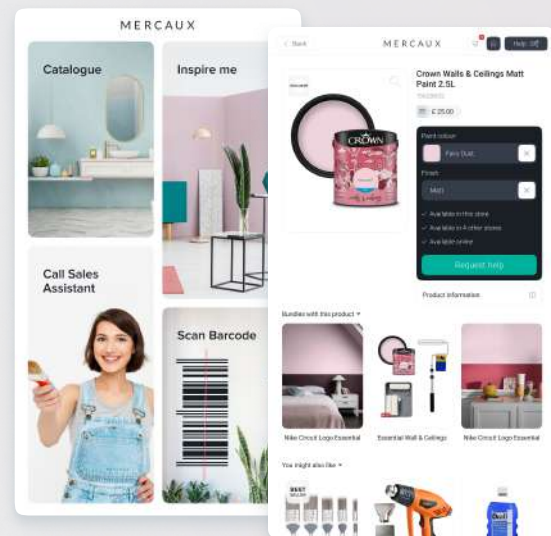


Progressive Web Apps

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

For larger store formats, eliminate the need for customers to search for an item (or store associate) by introducing self-service kiosks. Browse the endless aisle, locate products in-store & request assistance should they need it.



Self-Checkout Kiosks

For customers seeking a quick in-store experience, deploy self-service kiosks to help them bypass queues and effortlessly complete the final step of their purchase journey without the need for assistance.

Easy to Integrate. Easy to Deploy. Easy to Use

- **Staff Enablement** — provide store employees with tools that make their life easier in-store, and provides additional opportunity to be rewarded for sales that take place online
- **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 and basket size by giving staff access to the endless aisle product information they need to inspire more customers to purchase.
- **Speed of Deployment** — for entry-level solutions we can be live in your stores in as little as 2-4 weeks.

Selected Ecosystem Partners:



To arrange a demo, [email info@mercaux.com](mailto:info@mercaux.com),
or [click here](#) to book a meeting.

Or visit mercaux.com