

IN-STORE CLIENTELING & CX PLATFORM FOR ELECTRONIC STORES

A purpose-built platform for the specific needs of the electronics search, compare, and purchase



Why is a purpose-built solution needed?

DIVERSE CUSTOMER NEEDS

Expert advice or
quick purchases

COMPLEX PRODUCTS

Apply multiple parameters
to a single product

COMPARISONS BETWEEN MODELS

Many brands and models
to consider purchasing

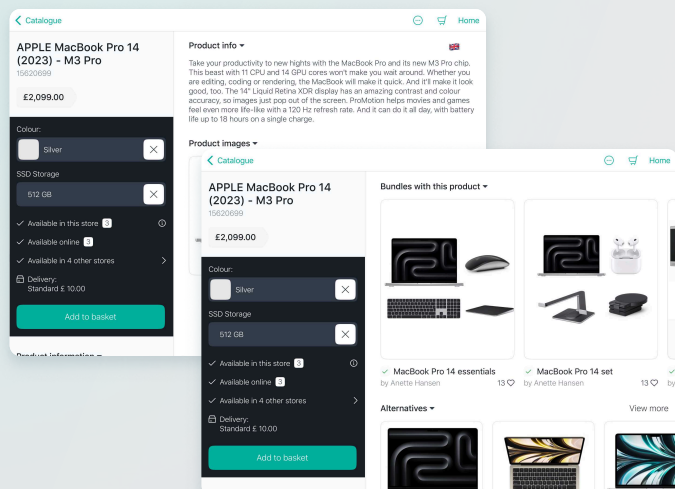
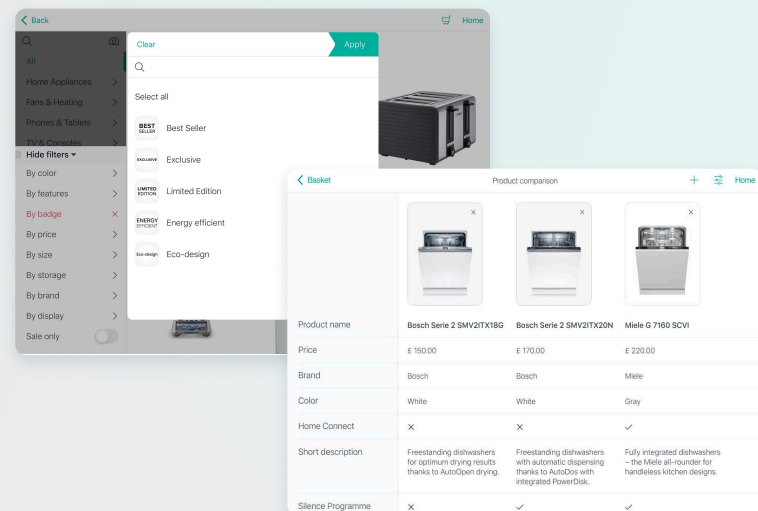
PROMOTE RELEVANT ADD-ONS

Offer insurance, after-care
services and warranties

A Single App for Store Associates

Advanced Product Search & Comparison

Use powerful search capabilities to filter entire product assortment by features, colour, price, device storage, and more. Show customers a simple comparison view to choose the perfect item.

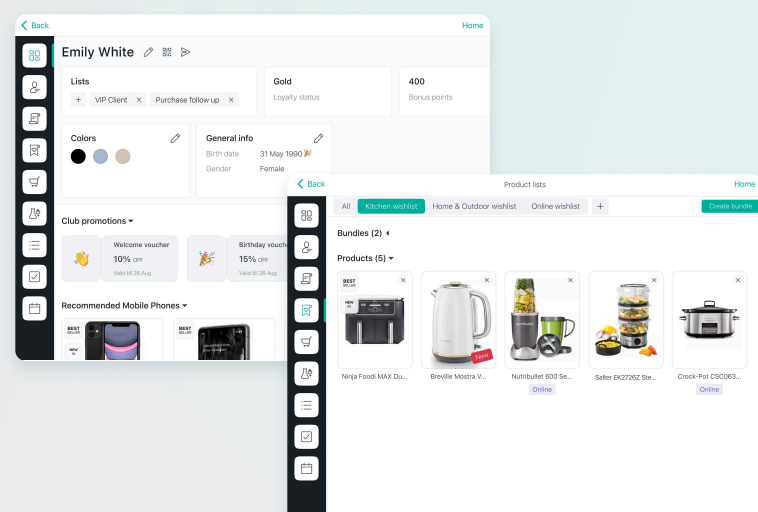


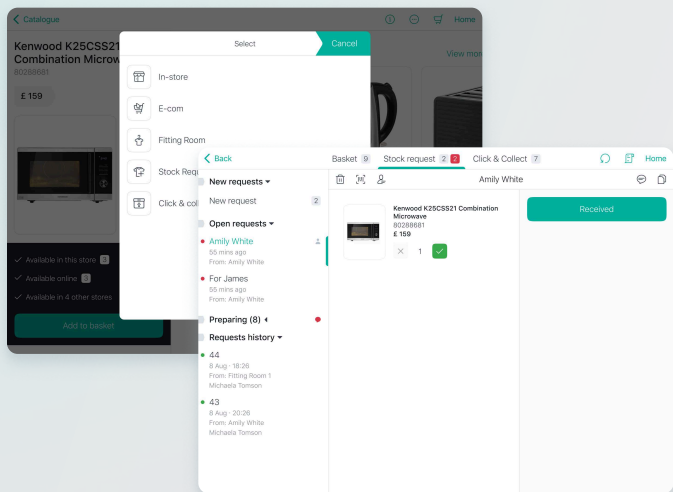
Access Product Details & Inspirational Content

Elevate product discovery, spotlighting sustainable production, materials, and cross-sell recommendations. Enhance engagement through celebrity endorsements and visual stories that inspire.

Access Customer Profile and Capture In-Store Behaviours

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



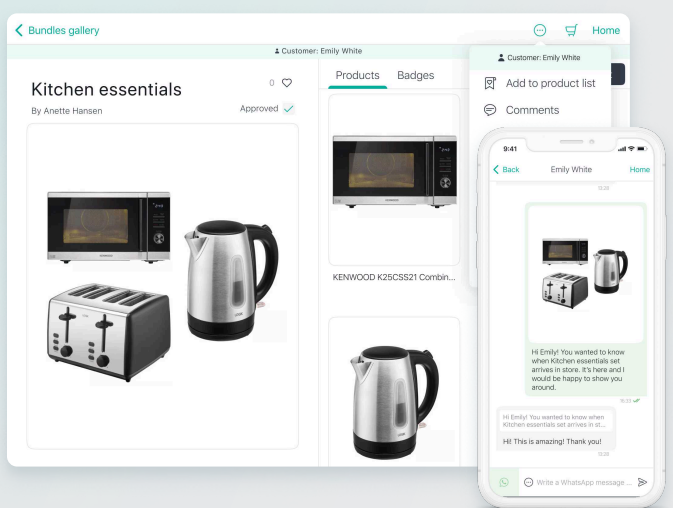
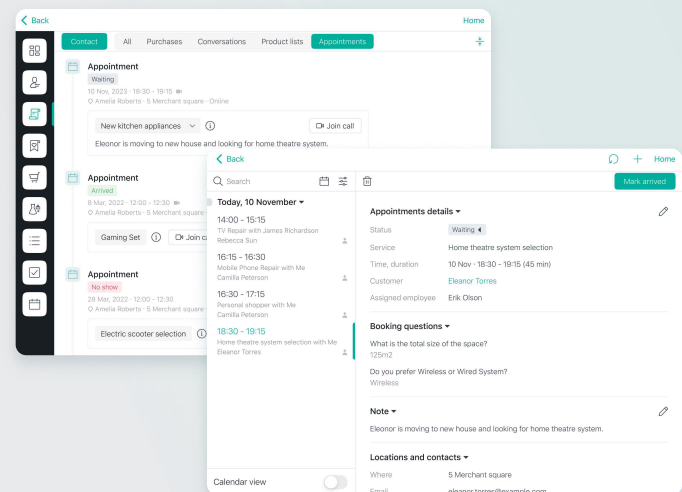


Request Items from Stockroom

Save time by eliminating endless replenishments trips to the stock room by sending requests through Mercaux. Provide back-of-house staff with a list of requested products, track progress, and significantly reducing wait times.

Offer Appointment Services

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

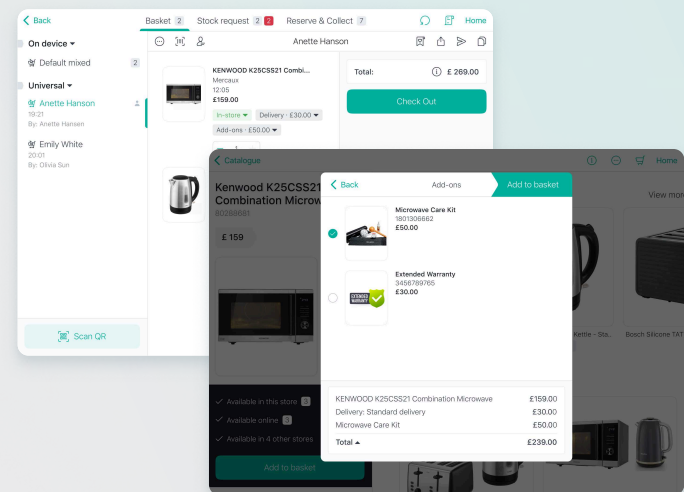


Sell Remotely from Store

Respond to inbound enquiries via E-com, email, or WhatsApp, or initiate brand new outbound conversations. Leverage a customer's 360° profile to access tailored talking tracks & personalise every interaction.

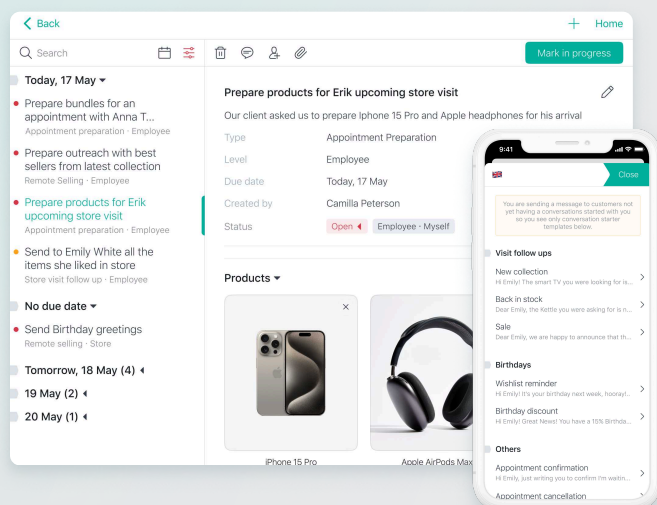
Promote Add-ons & Checkout

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



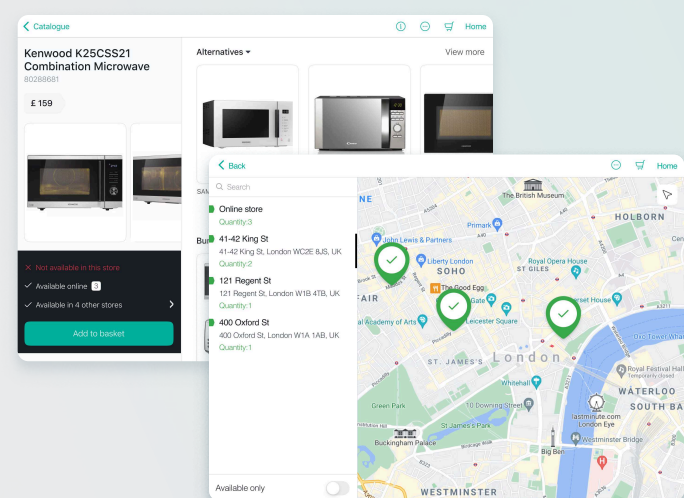
Leverage Tasks for Timely Next Steps

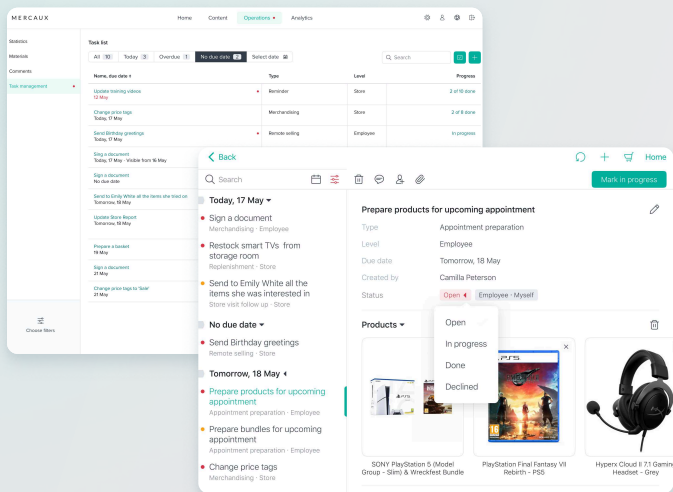
Orchestrate personalised interactions via Intelligent Task Management by easily creating client-related reminders, or setup automated rules for creating tasks automatically at optimal times.



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.



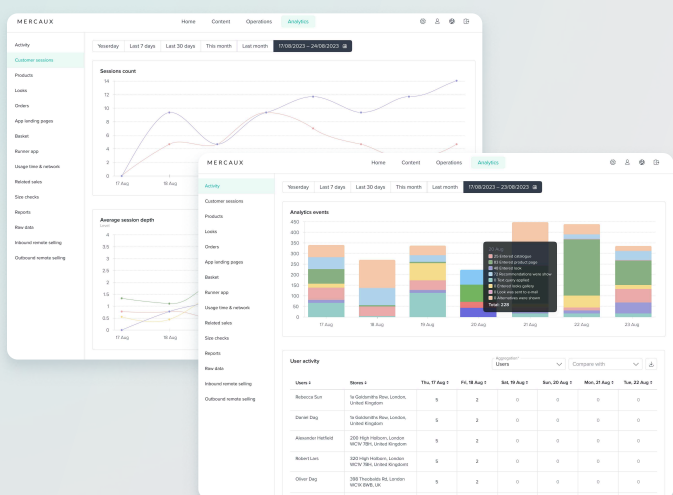
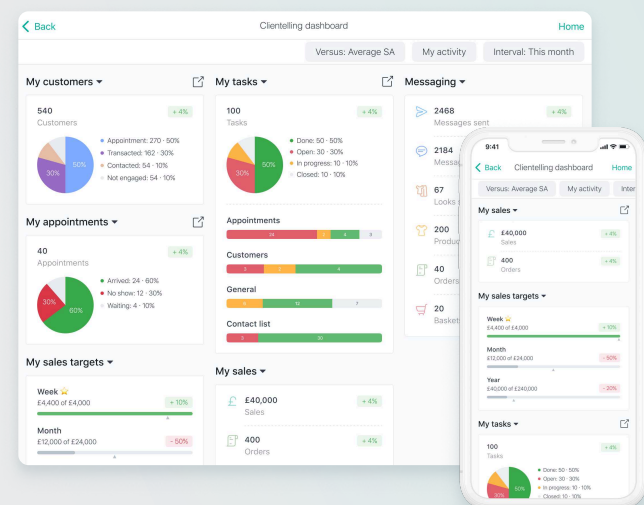


Keep Staff Focused, Informed and Aligned

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.

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

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:



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