

MERCAUX

member of the **MACH**
ALLIANCE

IN-STORE OMNICHANNEL 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

Numerous colour, style,
and size parameters

COMPARISONS BETWEEN MODELS

Many brands and models
to consider purchasing

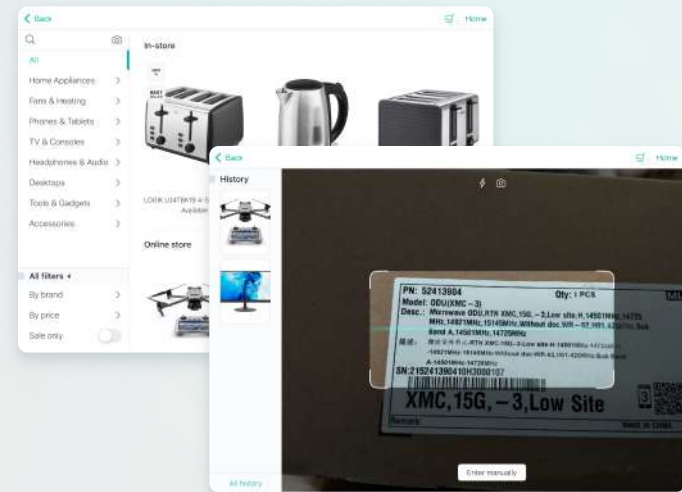
VARIOUS ADD-ONS TO PROMOTE

After purchase care
and warranties

A Single App for Store Associates

Efficient Search & Discover

Scan a barcode of an item on display to instantly reveal availability, detailed product specifications or use the powerful search to display recommendations from the full endless aisle catalogue.



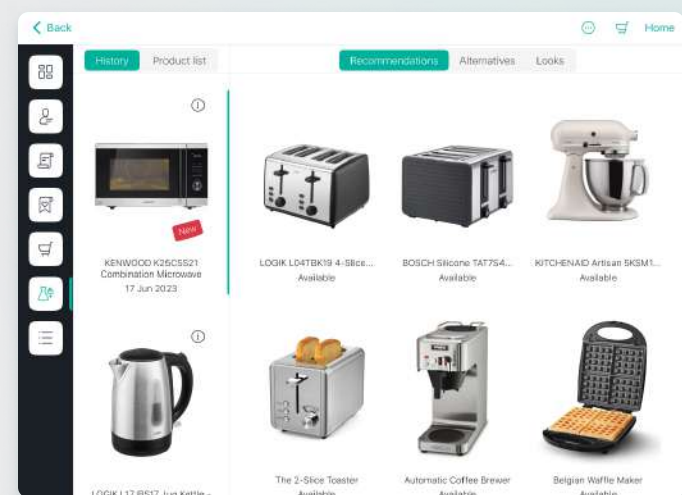
Compare Makes and Models

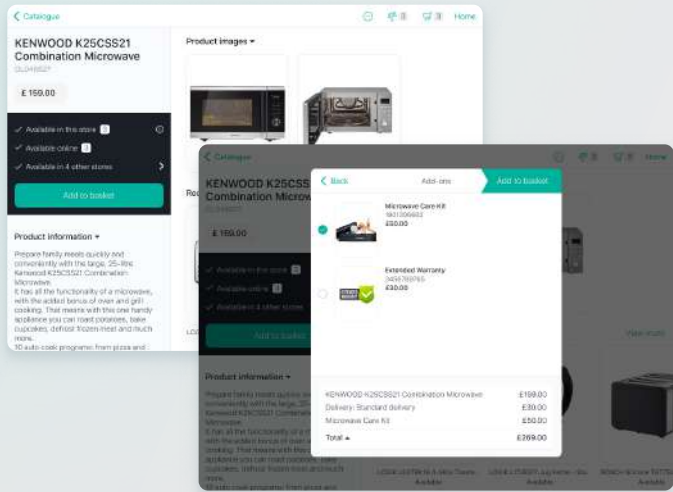
Give customers a seamless comparison experience to easily evaluate and contrast different brands and models to find the perfect item for them to purchase.

Product name	Bosch Serie 2 SMV21TX18G	Bosch Serie 2 SMV21TX2DN	Miele G 7160 SCVI
Price	£ 150.00	£ 170.00	£ 220.00
Brand	Bosch	Bosch	Miele
Color	White	White	Gray
Home Connect	X	X	17366
Short description	Freestanding dishwashers for optimum drying results thanks to AutoOpen drying.	Freestanding dishwashers with automatic dispensing thanks to AutoDos with integrated PowerDisk.	Fully integrated dishwashers - The Miele all-rounder for handleless kitchen designs.
Silence Programme	X	✓	✓

Bespoke Shopping Experiences

Harness the power of past omnichannel interactions to automatically generate personalised recommendations from your collection tailored to cater to a customer's specific preferences or previous purchases.



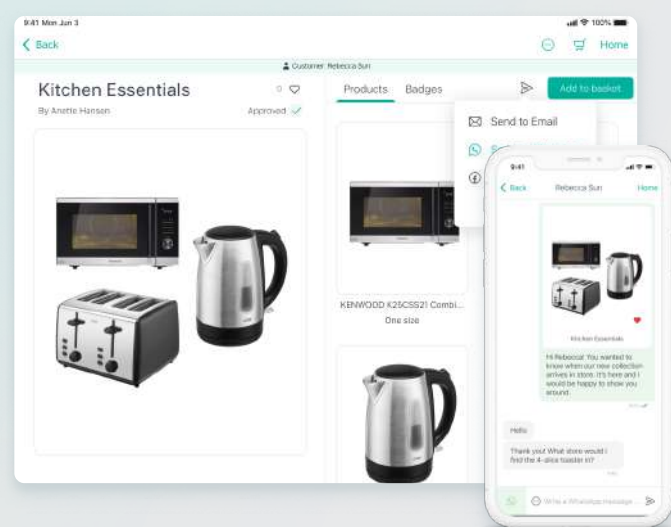
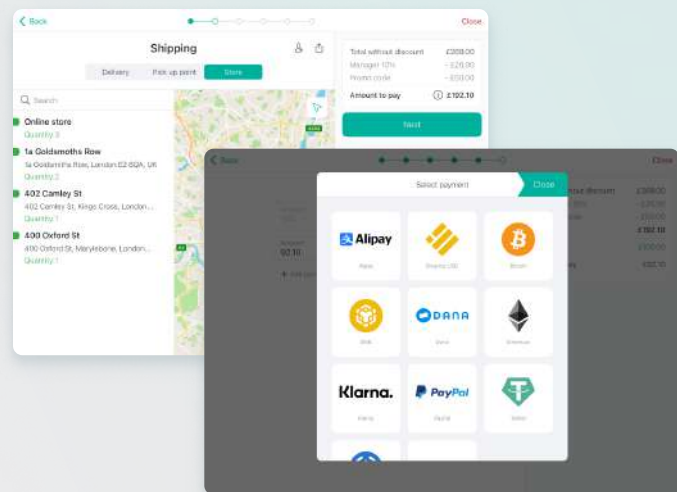


Promote Add-on Services

Streamline the purchase process by including precise finance options, warranties, and after-purchase care packages, allowing staff to manage the entire path-to-purchase in one location.

Flexible Payment & Fulfilment

Provide your customers with flexible payment options for larger ticket items, such as "Buy Now Pay Later" options or in-store financing. Moreover, extend their freedom of choice by offering flexible delivery methods.



Sell Remotely from Store

Continue the conversation from store or initiate brand new conversations via email, SMS, or WhatsApp, leveraging insights from a customer's 360° omnichannel profile, such as newly released models.

Mercaux Store Associate Customer Survey 2023

89%

Helps sell
more products

90%

Creates a better
in-store experience

95%

Helps find product
info & availability

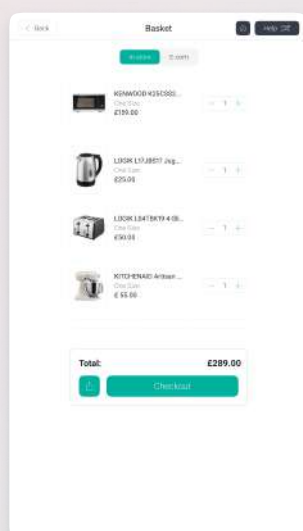
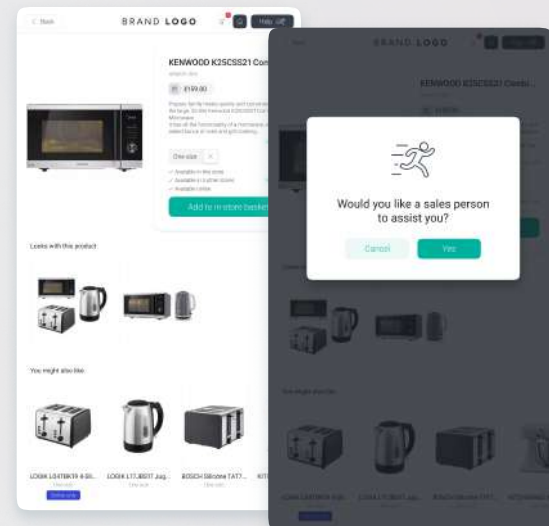
96%

Makes my
job easier

A Suite of Self-Service Solutions

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 to browse the endless aisle, locate products in-store and request assistance if they need to.



Quick and Easy Self-Checkout

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