

MERCAUX



IN-STORE OMNICHANNEL PLATFORM FOR FASHION STORES

A purpose-built platform for the specific personalised needs of the fashion customer and purchase



Why is a purpose-built solution needed?

QUICKLY ACCESS DESCRIPTIONS

Scan barcodes to reveal details

LOCATE AVAILABLE INVENTORY

Access the endless aisle to find available products

CROSS-SELL RECOMMENDATIONS

Inspire customers to “buy the look” to increase UPT

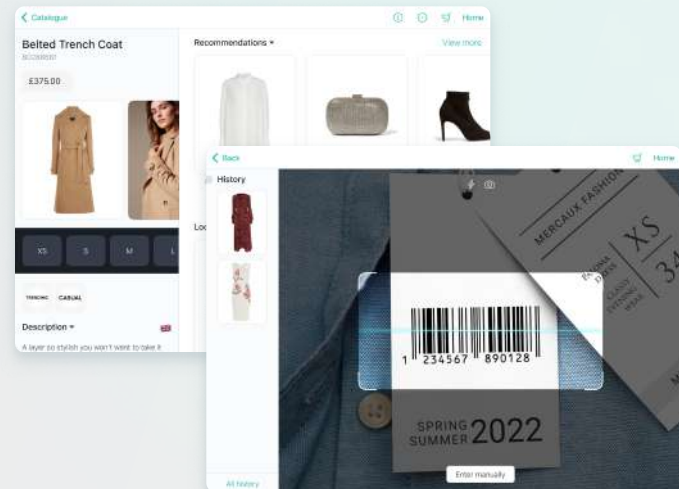
FLEXIBLE FULFILMENT OPTIONS

Offer to ship-to-home or Click & Collect

A Single App for Store Associates

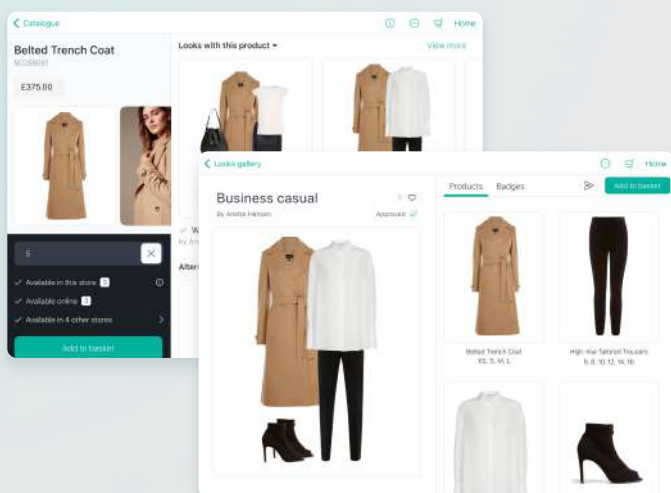
Efficient Search & Discover

Scan a barcode to instantly reveal availability and product information, or use the powerful search and filter functionality to display recommendations from the full endless aisle catalogue.



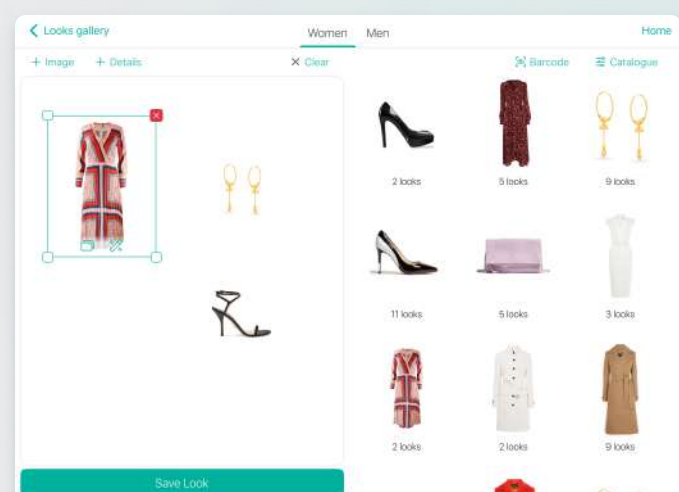
Inspirational Selling Content

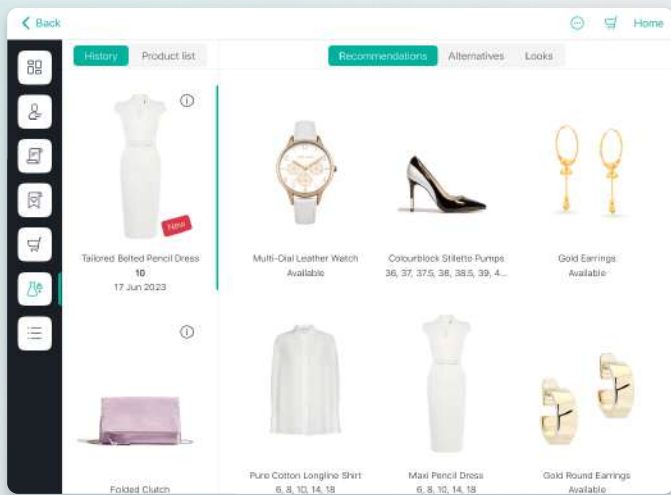
Inspire customers to purchase from your collection by displaying inspirational content alongside products they are interested in, including descriptions, photography, and complementary items.



Digital Styling & Bundling

Create bespoke looks by the customer's side by selecting and arranging complementary items using a drag-and-drop interface, and add items into a single basket for easy purchase.



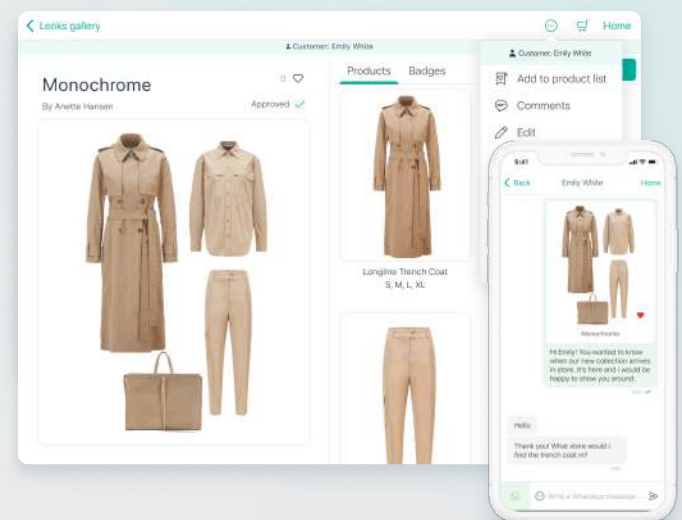


Bespoke Shopping Experiences

Harness the power of past omnichannel interactions to automatically generate personalised recommendations from your collection, specifically tailored to cater to each customer's unique preferences.

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 upcoming birthdays or newly added pieces to their favourite collections.



Mercaux Store Associate Customer Survey 2023

89%

Helps sell more products

90%

Creates a better in-store experience

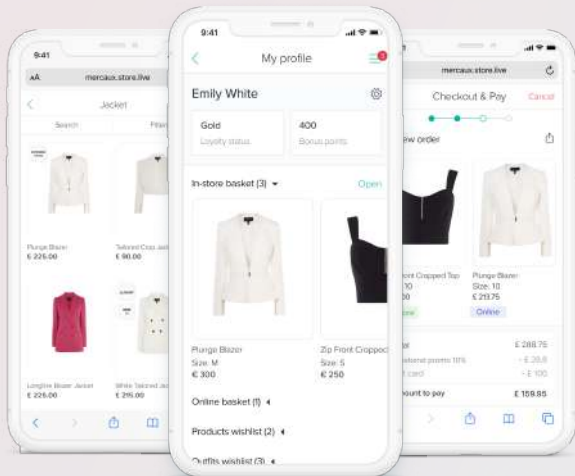
95%

Helps find product info & availability

96%

Makes my job easier

A Suite of Self-Service Solutions

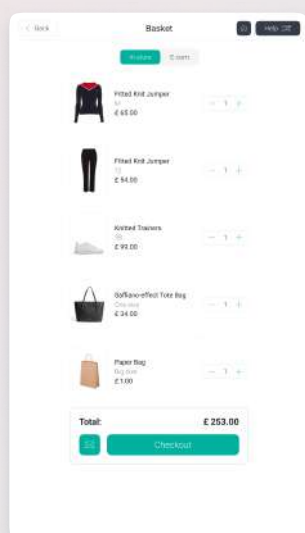
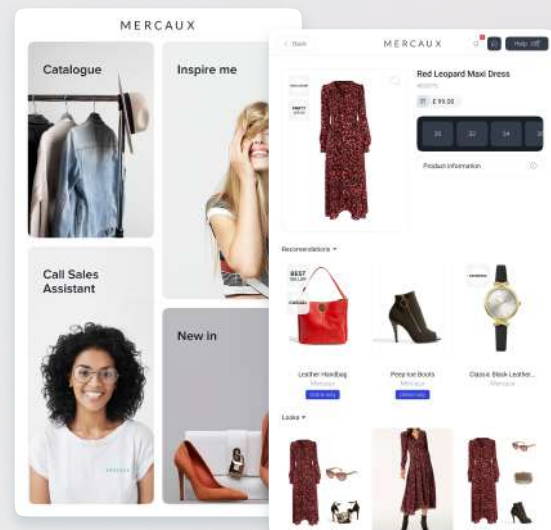


Progressive Web Apps

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

Introduce self-service kiosks to eliminate the need for customers to search for items (or store associates). Customers browse the endless aisle, find inspiration from engaging content on display, and easily request assistance.



Self-Checkout Kiosks

Enhance the convenience of customers seeking a quick in-store experience by deploying self-service kiosks. These kiosks enable customers to bypass queues complete their purchase using scanning or RFID technology.

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