#### MERCAUX



## IN-STORE CLIENTELING & CX PLATFORM FOR FOOTWEAR STORES

A purpose-built platform for the specific needs of the omnichannel customer journey in Footwear



## Why is a purpose-built solution needed?

#### EASILY COMPARE DIFFERENT PRODUCTS

Display multiple shoes alongside one another

#### RECORD CUSTOMER PREFERENCES & SIZES

Ask the customers for their preferences only once

#### QUICKLY MOVE ITEMS FROM STOCK ROOM

Reduce the wait time for customer to receive shoes

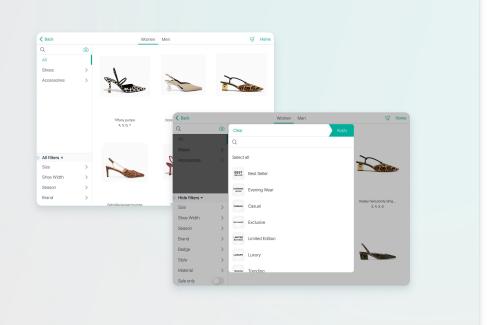
#### SELL REMOTELY FROM THE STORE

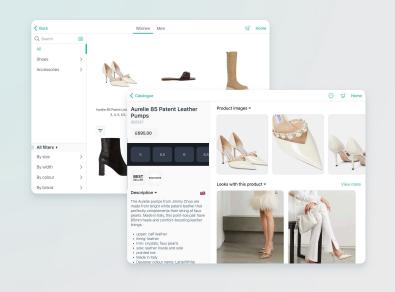
Inspire customers to purchase from home

## A Single App for Store Associates

#### **Utilise Advanced Product Search**

Use powerful search capabilities to filter entire product assortment by various details like size, colour, fit, fabric, style, and others. See available matching products in-store, online and in other stores.





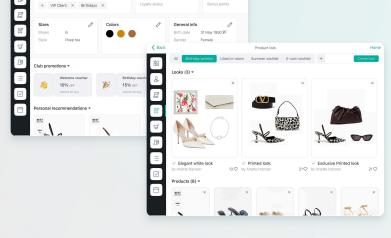
#### Access Product Details & Inspirational Content

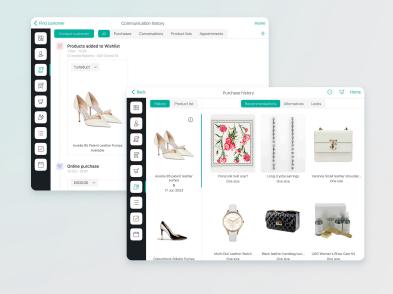
Elevate product discovery, spotlighting sustainable production, materials, and crosssell recommendations. Enhance engagement through celebrity endorsements and visual stories that inspire.

#### Access Customer Profile and Capture In-Store Behaviours

K Back			Home
👸 Emily White 🥒 📰 ⊳			
Lists	Gold	400	

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



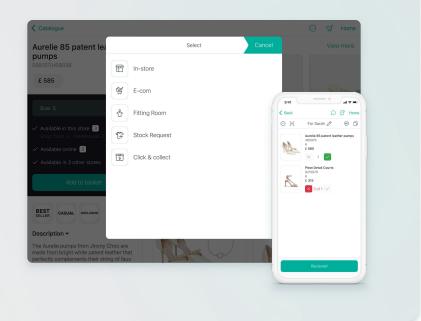


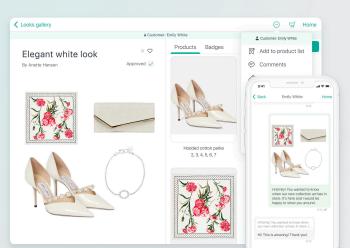
### **Provide Bespoke Shopping CX**

Generated bespoke recommendations for your customers from your collection using their past interactions, online wish lists, abandoned baskets and purchases.

### Request Items from Stockroom

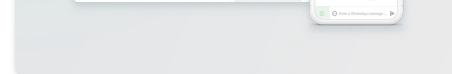
Save time by eliminating endless replenishments trips to the stock room by sending requests through the Mercaux App. Provide back-of-house staff with an easy-to-use list of requested products, track progress, and significantly reducing wait times.





### Sell Remotely from Store

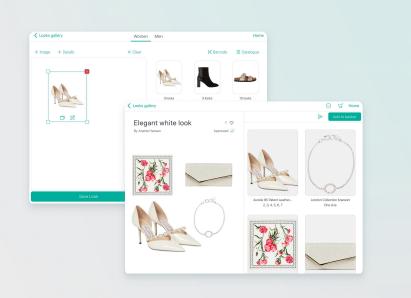
Respond to inbound enquiries via E-com, email, or WhatsApp, or initiate brand new outbound conversations. Leverage a customer's 360° profile to access tailored

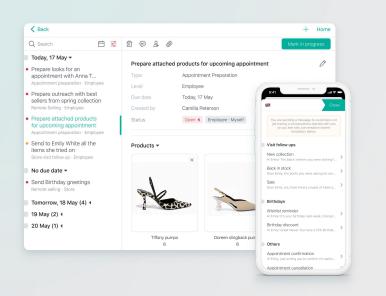


talking tracks & personalise every interaction.

### Digital Styling & Bundling

Turn your store associates into style experts by giving them a simple drag-and-drop tool to create outfits from your catalogue. Share these looks with the clients, encouraging them to "buy the look" instead of a single item.





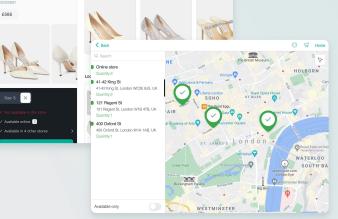
### Leverage Tasks for Timely Next Steps

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

Catalogue		0	Θ	Ä	Home
Aurelie 85 patent leather pumps	Alternatives -			Vies	w more

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.



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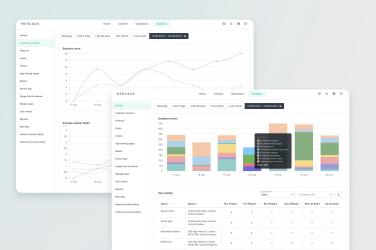
#### Keep Staff Focused, Informed and Aligned

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

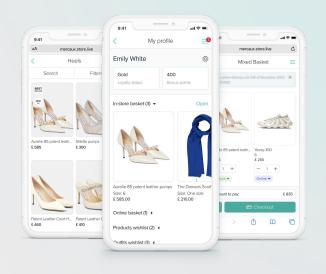
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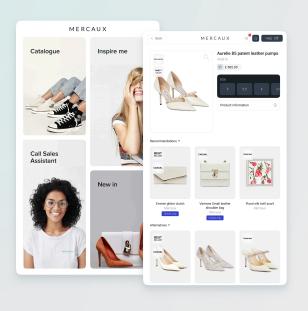
#### actionable insights to refine in-store CX.

## 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.

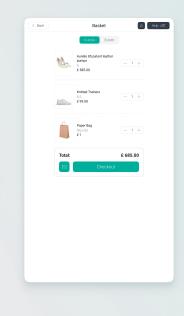




#### Self-Service Product Discovery

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 2023**



Helps sell more products

# 90%

Creates a better in-store experience 95%

Helps find product info & availability

96%

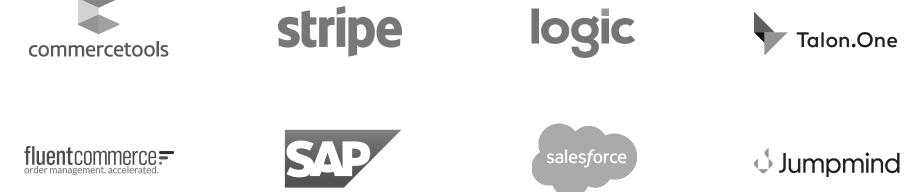
Makes my job easier

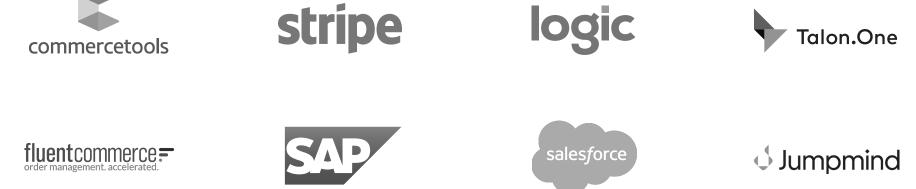
# Easy to Integrate. Easy to Deploy. Easy to Use

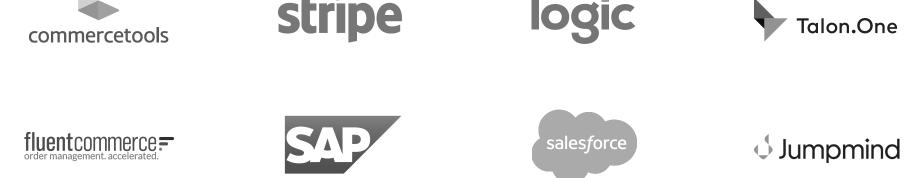
- **Staff Enablement** provide store staff with tools that make their life easier, and provides all the information they need to inspire customers to make a purchase.
- A Single Platform Consolidate your in-store solutions into one platform so your employees do not need to juggle multiple Apps.
- Commercial 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 / info@mercaux.com

<u>Click here</u> to book a meeting.

Or visit mercaux.com