

MERCAUX

member of the **MACH**  
ALLIANCE

## IN-STORE OMNICHANNEL 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 TYPES

Display multiple shoes  
alongside one another

### RECORD CUSTOMER INTERESTS & SIZE

Ask the customer once for  
their preferences

### QUICKLY MOVE ITEMS FROM STOCK ROOM

Reduce the wait time for  
customer to receive shoes

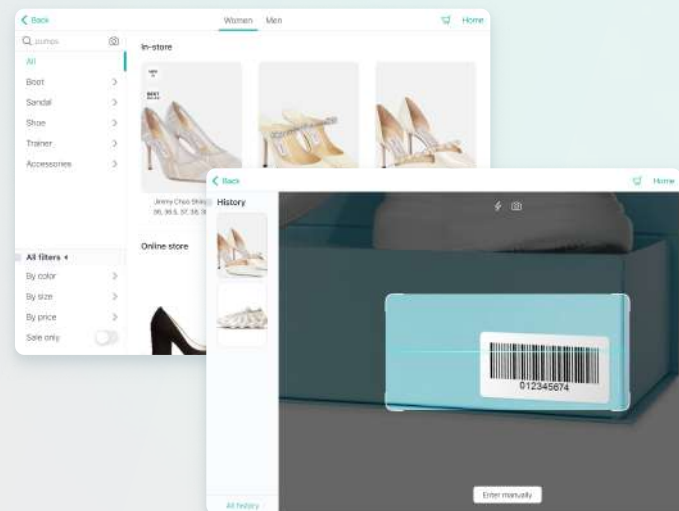
### SELL REMOTELY FROM THE STORE

Inspire customers to  
purchase from home

# A Single App for Store Associates

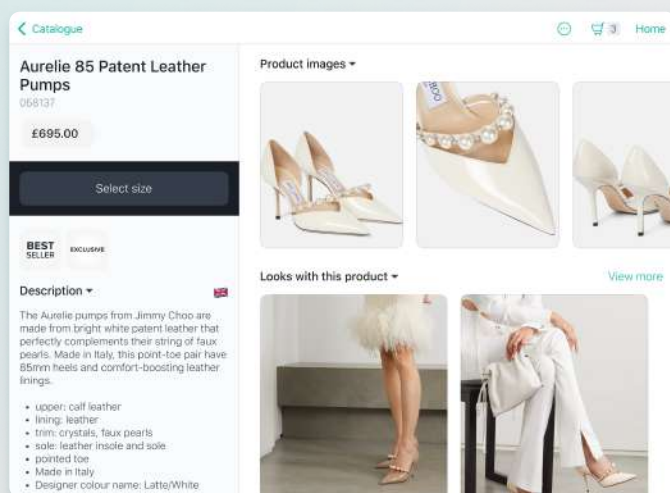
## Efficient Search & Discover

Scan a barcode displayed beneath a shoe on the wall (or shoebox) to reveal availability and product information, or use powerful search and filter functionality to display endless aisle recommendations.



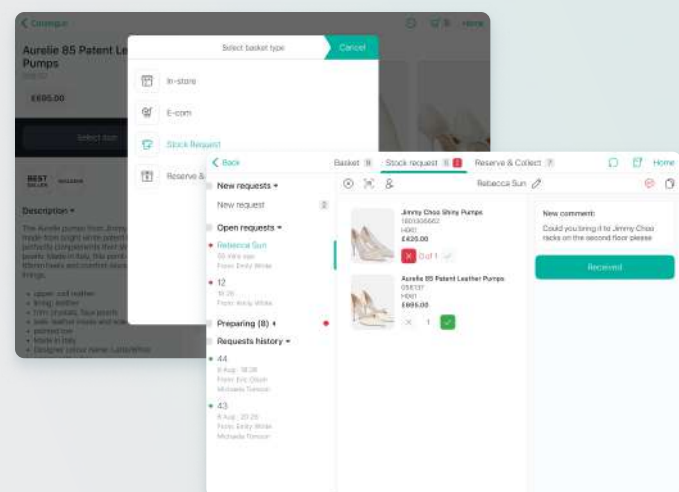
## Inspirational Selling Content

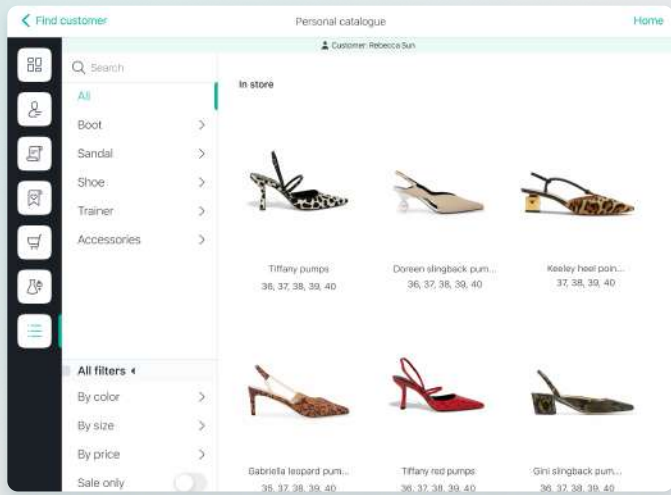
Inspire customers to purchase from your shoe collection by displaying inspirational content alongside the shoes, including detailed descriptions, photography, and complementary products.



## Request Items from Stockroom

Request items to be brought to the shop floor through the Mercaux App and provide back-of-house staff with an easy-to-use task list of the next items to bring out, significantly reducing wait times for customers.



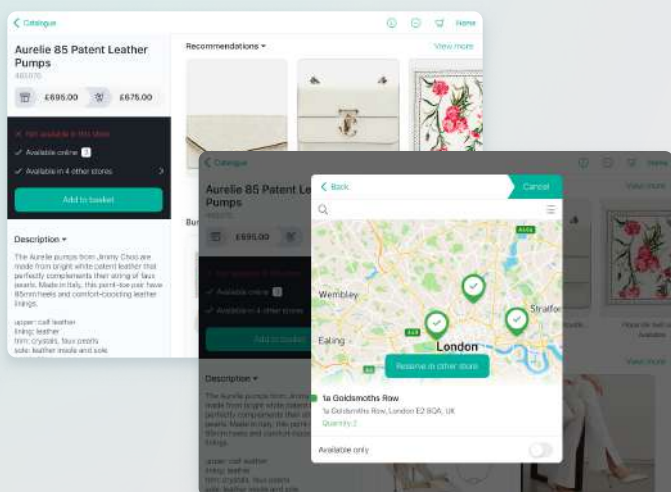
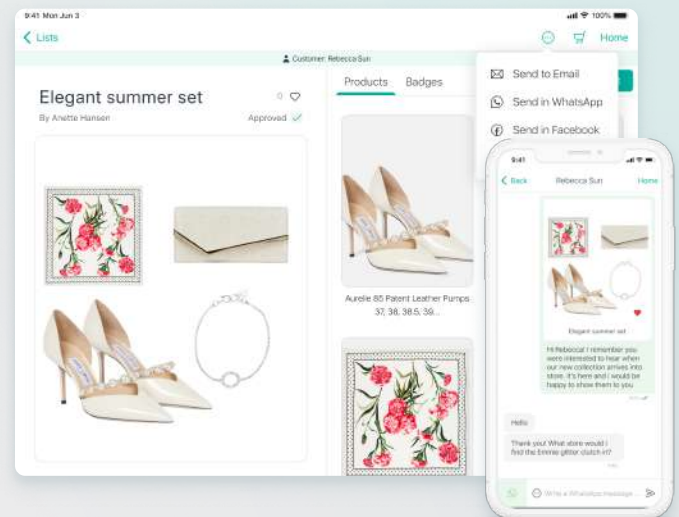


## Bespoke Shopping Experiences

Harness the power of past omnichannel interactions from CDP/CRM to automatically generate personalised recommendations from the collection tailored to cater to the specific preferences of regular customers.

## Sell Remotely from Store

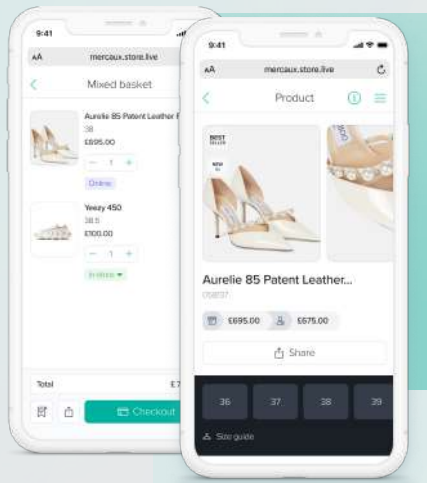
Continue the conversation from store or initiate brand new conversations via email, SMS, or WhatsApp. Leverage insights from a customer's 360° profile, such as upcoming birthdays or new designs from their favourite brands.



## Offer Flexible Fulfilment

Give customers the choice of fulfilment methods from store, and support staff in fulfilling omnichannel orders from store, such as BOPIS, ROPIS and Click & Collect.

# Self-Service Solutions



## Progressive Web App

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.

## 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 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](https://mercaux.com)