MERCAUX

IN-STORE CLIENTELING & CX PLATFORM FOR
HOME & FURNITURE STORES

A purpose-built platform for the specific needs of the home goods purchase, including complex products

Why is a purpose-built solution needed?

ADDRESS DIVERSE CUSTOMER NEEDS

Expert advice or quick purchases

REFLECT COMPLEX PRODUCTS

Apply multiple parameters to a single product

TRANSFORMATION PROJECTS

Support for longer-term refurbishment projects

PROMOTE RELEVANT ADD-ONS

Offer insurance, after-care services and warranties

# 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.
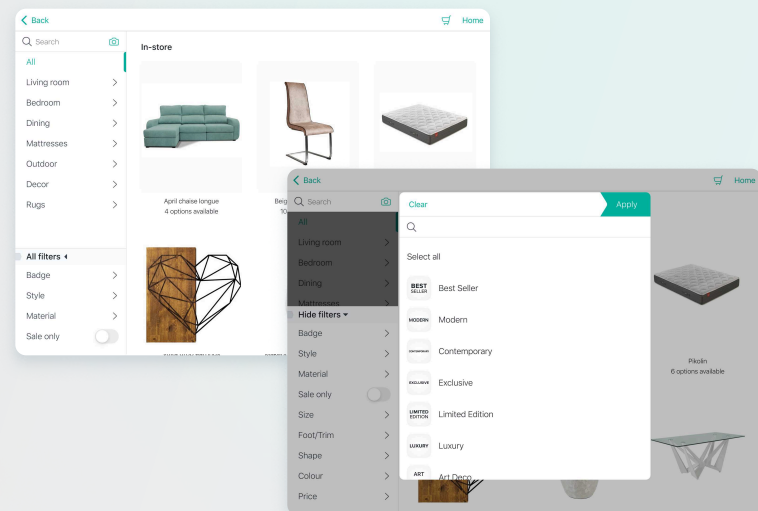
## Utilise Complex Product Parameters

Apply product parameters (size, colour, style and other) to customise recommendations. Elevate product discovery, spotlighting sustainable design and eco-materials. Inspire customers to 'purchase the look' of an entirely new living-room or bedroom.
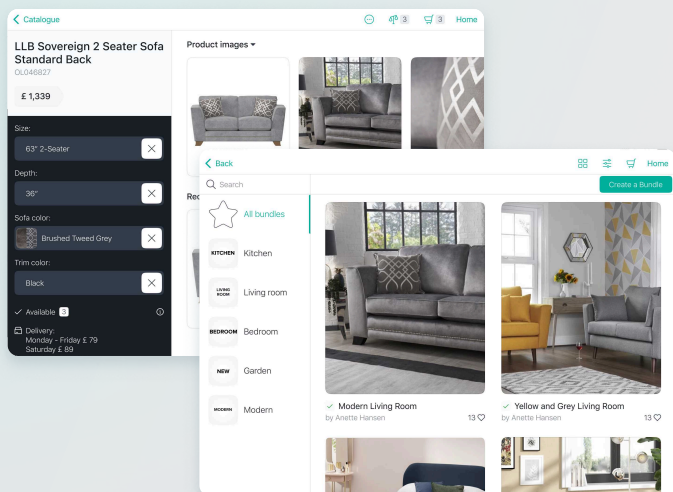
Access Customer Profile and Capture In-Store Behaviours

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.
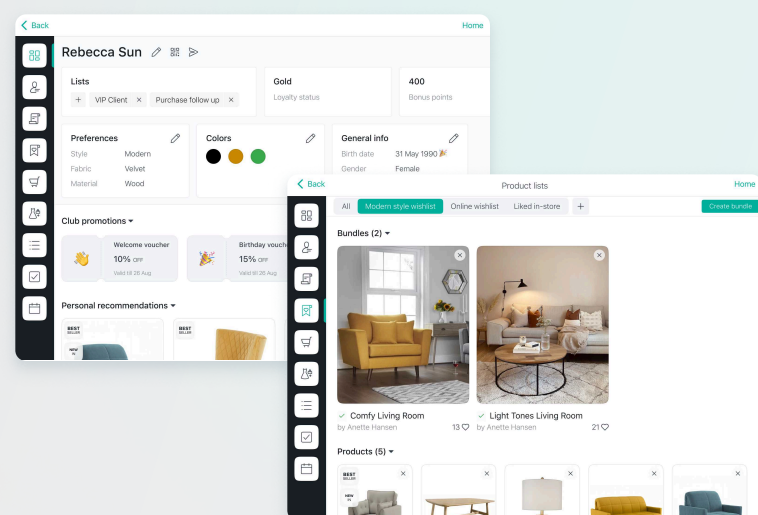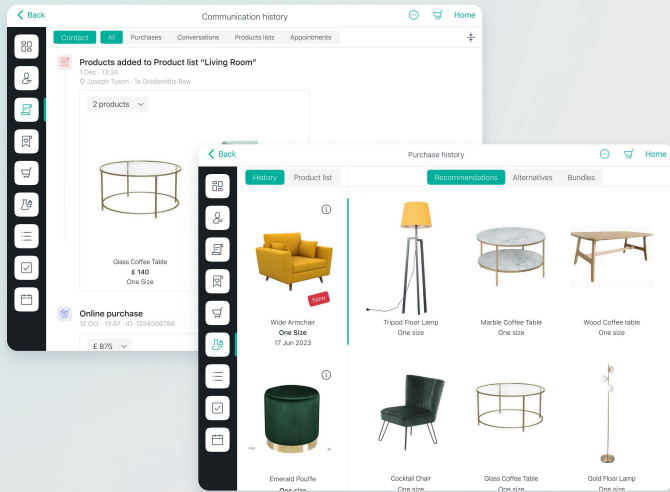
Provide Bespoke Shopping CX

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

Book Appointments with Design Team

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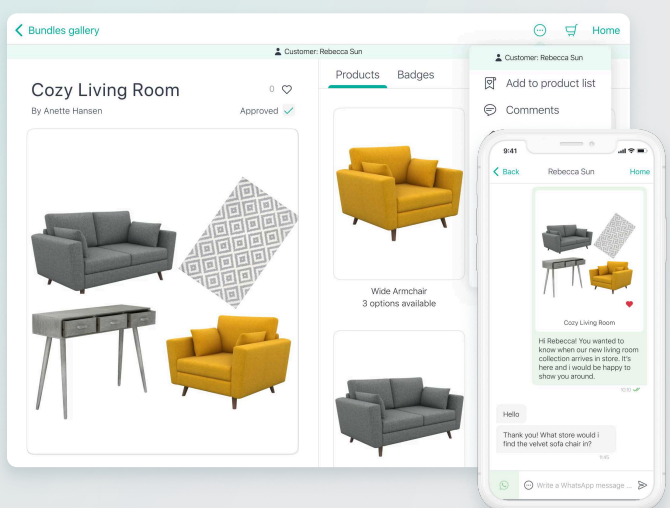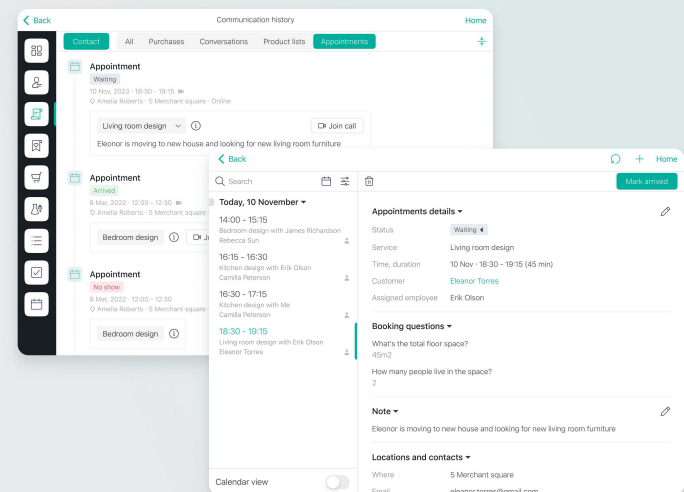
Sell Remotely from Store

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, product customisation options or warranty and complete transaction with mPOS capability.
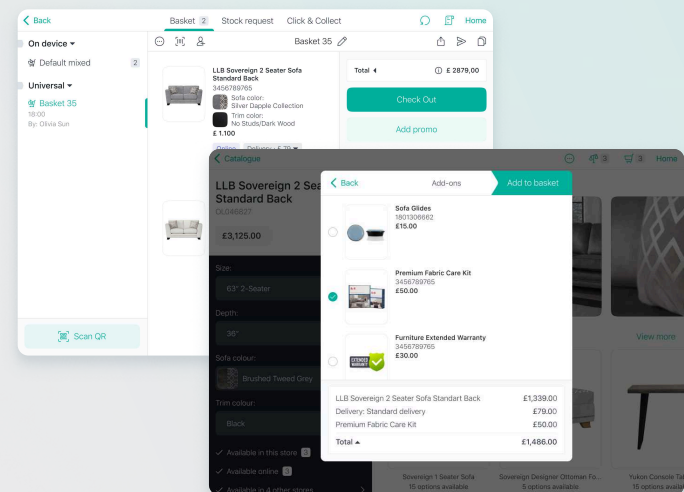

# Leverage Tasks for Timely Next Steps

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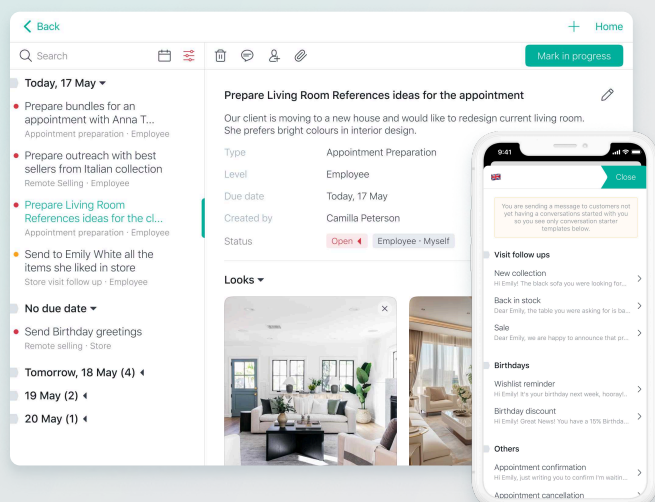
Flexible Omnichannel Fulfilment

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.
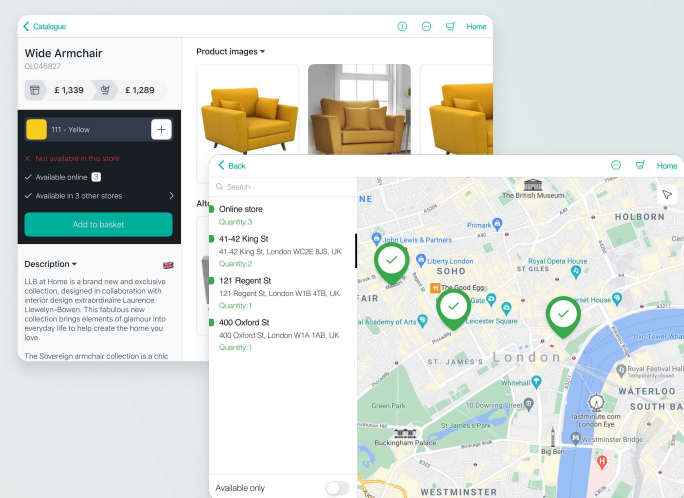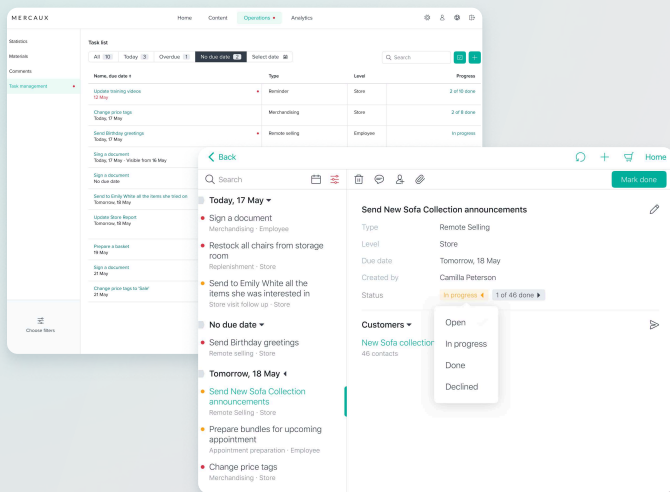
Keep Staff Focused, Informed and Aligned

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.
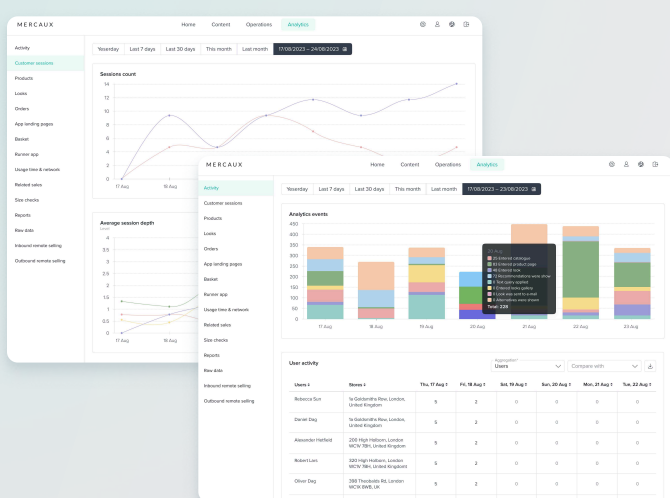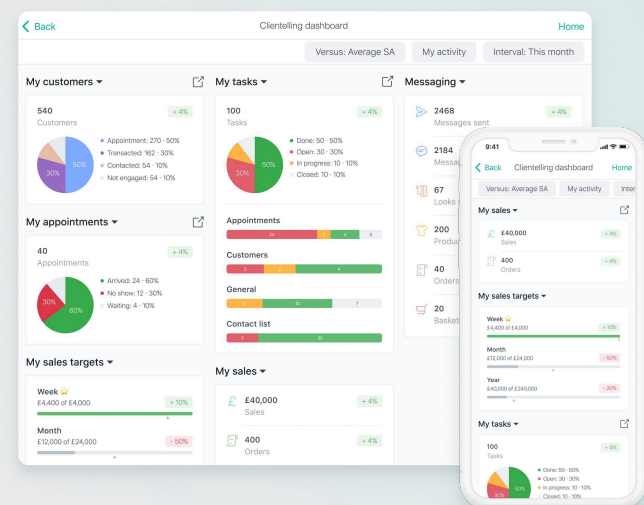

Track Usage and Gain Valuable Insights

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.

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.
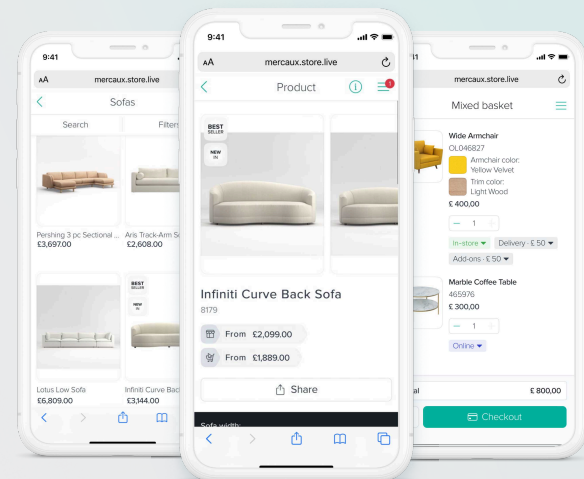
Self-Service Product Discovery

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.
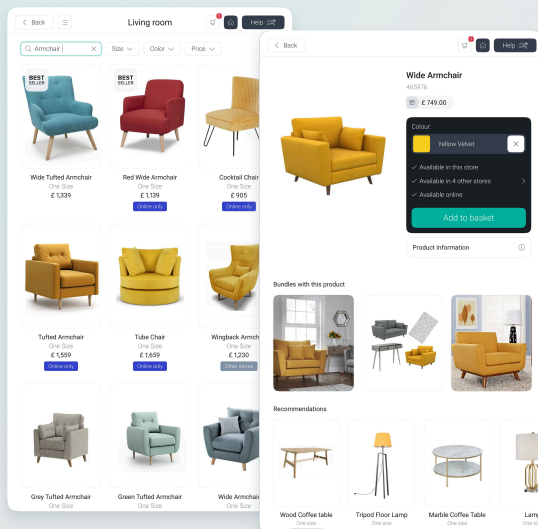
Self-Checkout Kiosks

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.
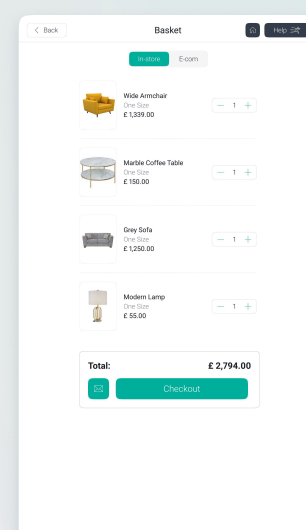
Mercaux Store Associate Customer Survey 2023

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:

commercetools

stripe

logic

Talon.One

fluentcommerce
order management. accelerated.

SAP

salesforce

Jumpmind

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