

IN-STORE CLIENTELING & CX PLATFORM FOR JEWELLERY AND HIGH-END ACCESSORIES STORES

A purpose-built platform for the end-to-end in-store experience and specific needs of the high ticket purchase



Why is a purpose-built solution needed?

SELL ACROSS ENTIRE ASSORTMENT

Find the perfect items for collectors

INSPIRE HIGH TICKET ITEM PURCHASE

Display heritage and craftsmanship of items

PROMOTE RELEVANT ADD-ONS

Offer insurance, after-care services and warranties

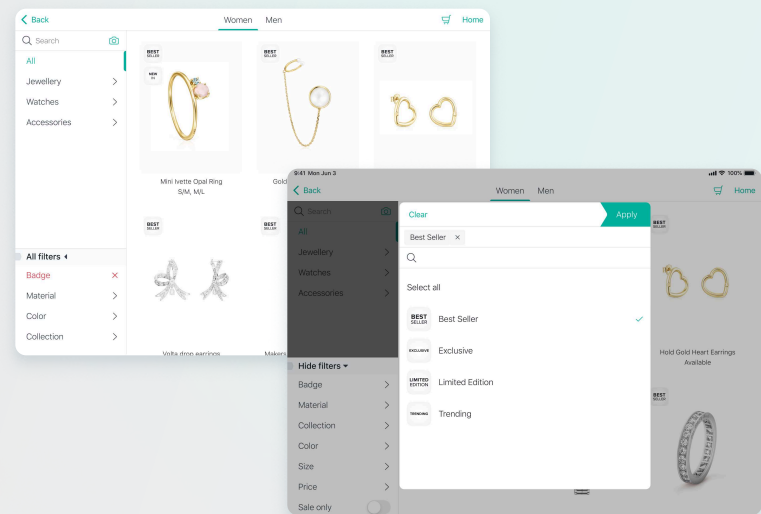
NURTURE CUSTOMERS REMOTELY

Keep customers engaged by messaging from store

A Single App for Store Associates

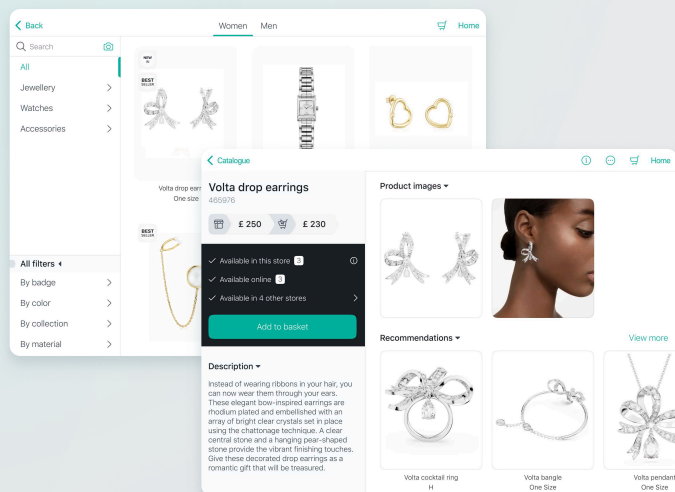
Utilise Advanced Product Search

Use powerful search capabilities to filter entire product assortment such as stone quality, material, size, and more. See recommendations available in-store, online and from other stores.



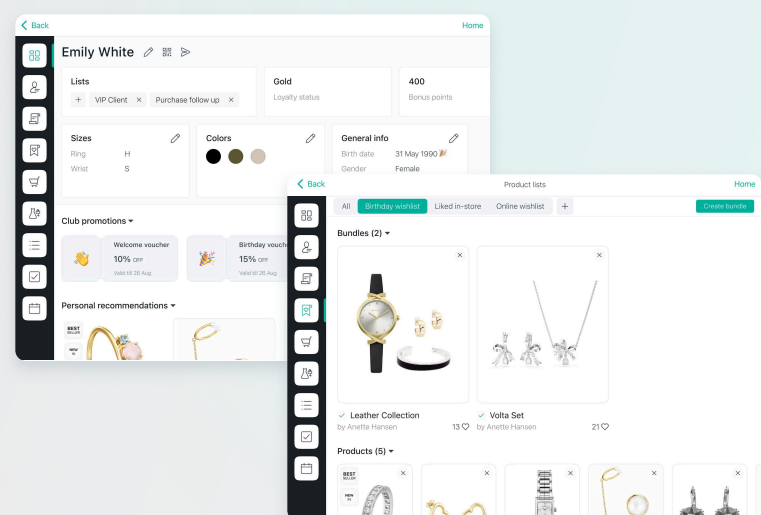
Access Product Details & Inspirational Content

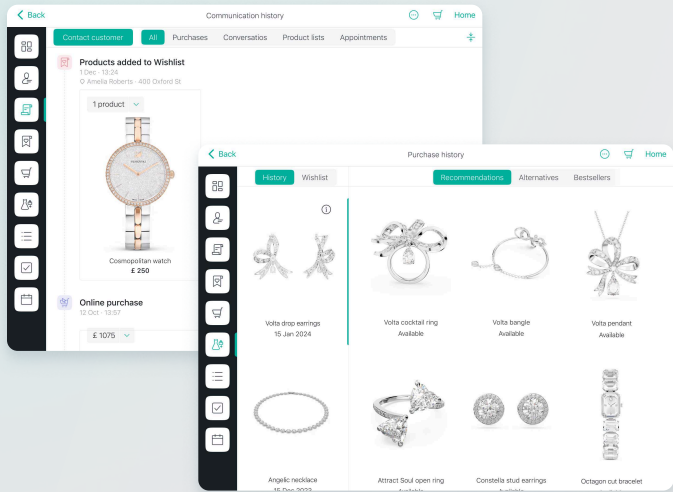
Elevate product discovery, spotlighting sustainable craftsmanship, premium materials, and heritage. Enhance engagement through celebrity endorsements, images and videos that inspire the customer.



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.



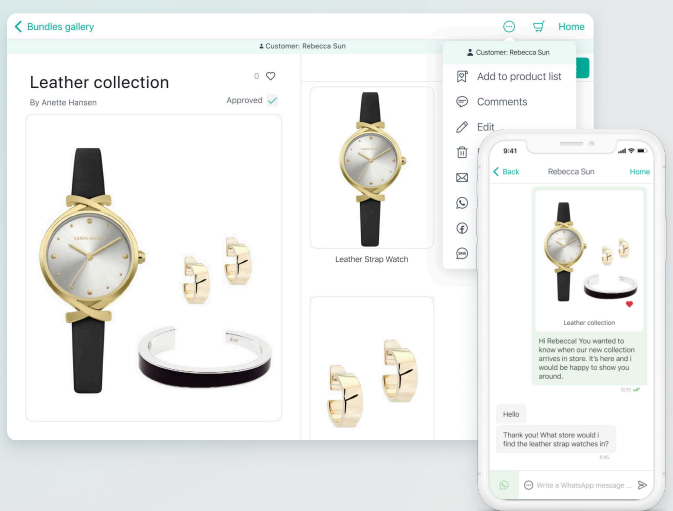
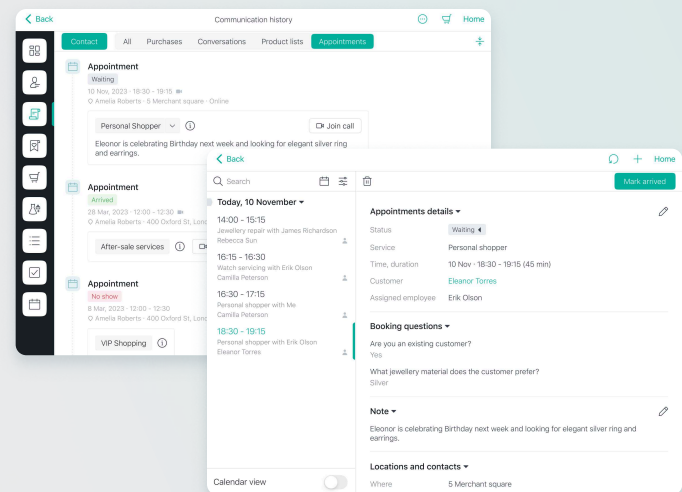


Provide Bespoke Shopping CX

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

Offer Appointment Services

Offer appointment-based visits to your stores, enabling customers to request specific products in advance, and provide your staff with a single dashboard to manage all appointments, and input notes from the visit.

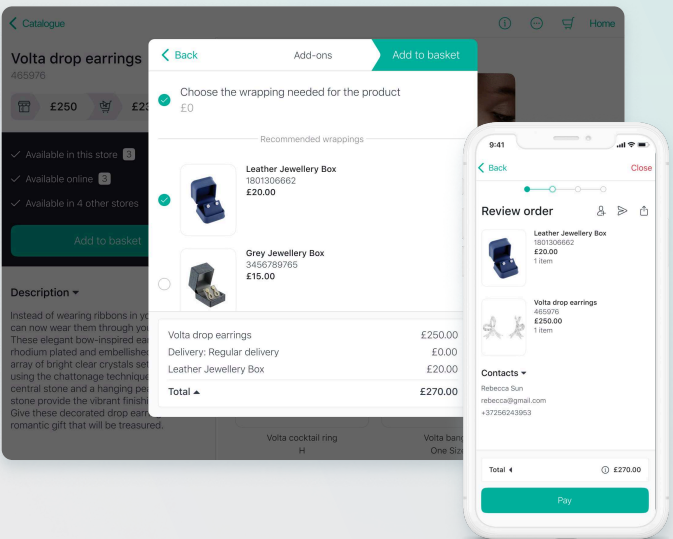


Sell Remotely from Store

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.

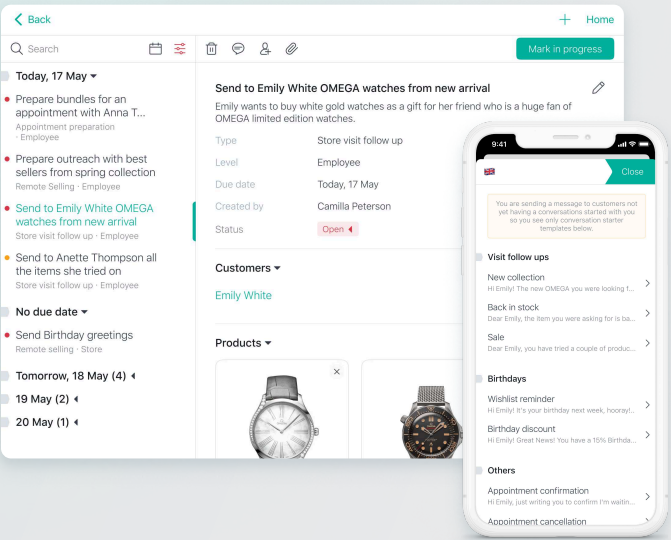
Promote Add-ons & Checkout

For larger purchases, offer flexible payment option in-store such as Buy Now Pay Later. Additionally, use the opportunity to up-sell aftercare servicing or insurance packages and complete transaction with mPOS capability.



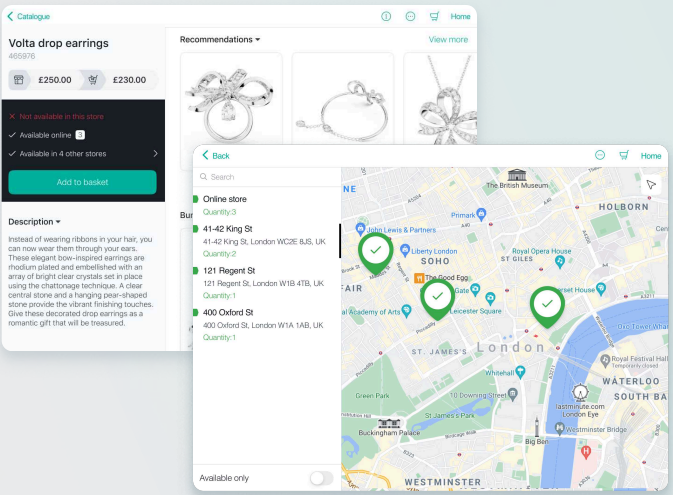
Leverage Tasks for Timely Next Steps

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.



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:



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