

MERCAUX

member of the **MACH**
ALLIANCE

IN-STORE OMNICHANNEL PLATFORM FOR JEWELLERY STORES

A purpose-built platform for the specific needs of the
high ticket jewellery purchase



Why is a purpose-built solution needed?

INSPIRE PURCHASE OF HIGH TICKET ITEMS

Sell more Engagement
Rings and Rare Watches

FIND COLLECTORS NEW ITEMS

Recommend the perfect
items for collectors

VARIOUS ADD-ONS TO PROMOTE

After purchase care
packages and insurance

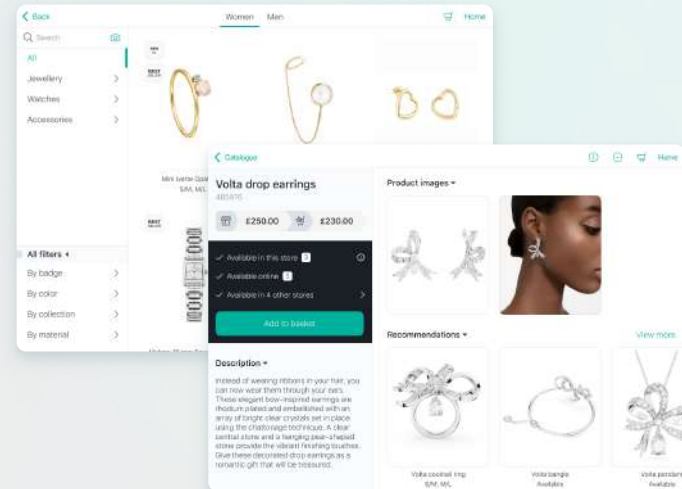
NURTURE CUSTOMERS REMOTELY

Keep customers in the
buying cycle engaged

A Single App for Store Associates

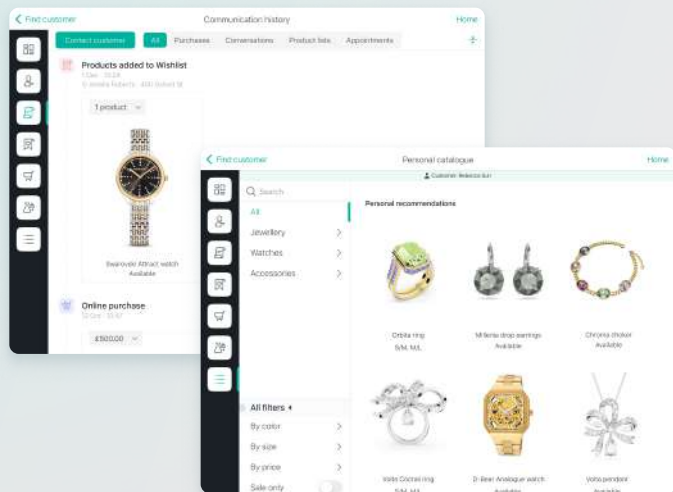
Inspirational Selling Content

Showcase your complete product catalogue with compelling descriptions, sustainable practices, luxurious materials used, rich heritage, and celebrity endorsements.



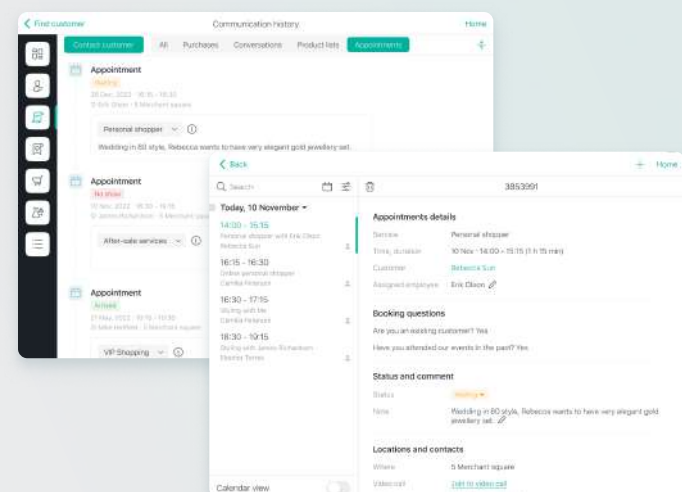
Bespoke Shopping Experiences

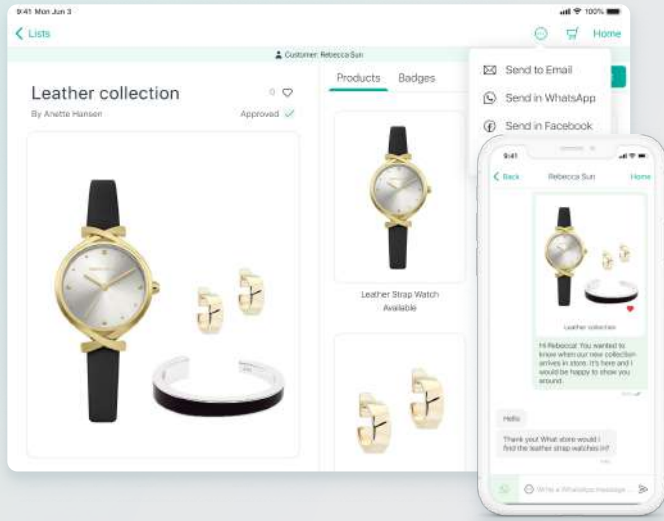
Harness the power of past omnichannel interactions to automatically generate personalised recommendations from your collection tailored to individual collectors.



Convenient Appointments

Offer appointment-based visits to your stores, enabling customers to request specific products in advance for a personalised shopping experience.



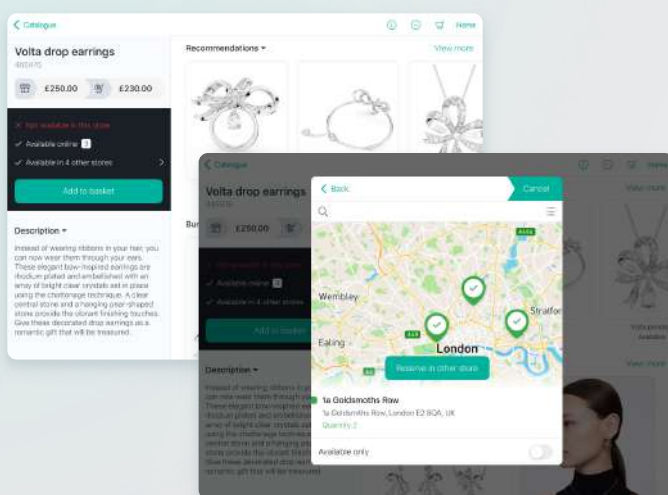
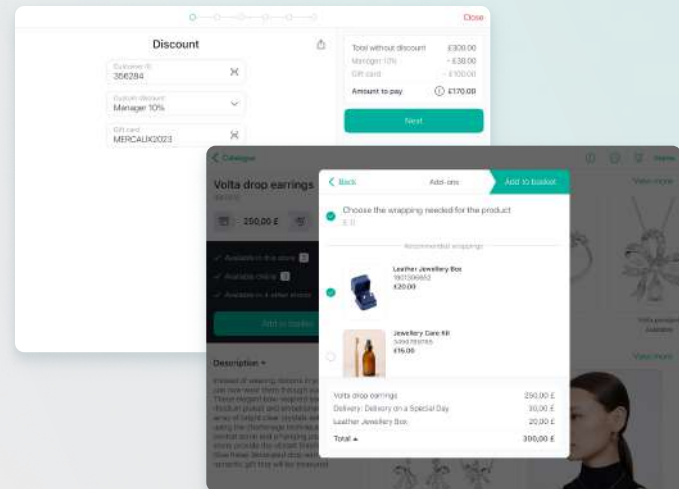


Sell Remotely from Store

Continue the conversation from store or initiate brand new conversations via email, SMS, or WhatsApp, leveraging insights from a customer's 360° omnichannel profile.

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 after care servicing or insurance packages.



Flexible Omnichannel Fulfilment

Harness company-wide inventory online and in other stores to efficiently locate and fulfil customer orders for specific items, for them to click & collect or ship-to-home.

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 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:



To arrange a demo, [email info@mercaux.com](mailto:info@mercaux.com),
or [click here](#) to book a meeting.

Or visit mercaux.com