

MERCAUX

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ALLIANCE

IN-STORE OMNICHANNEL PLATFORM FOR PET SHOPS

A purpose-built platform to personalise shopping experience and drive purchase of the pets owners



Why is a purpose-built solution needed?

QUICKLY ACCESS PRODUCT DETAILS

Scan barcodes to reveal product variants and descriptions

LOCATE AVAILABLE INVENTORY

Sell across an entire assortment (incl. online), offer to ship-to-home or Click & Collect

CROSS-SELL RECOMMENDATIONS

Inspire customers to buy product bundles or cross-sell suggestions to increase UPT

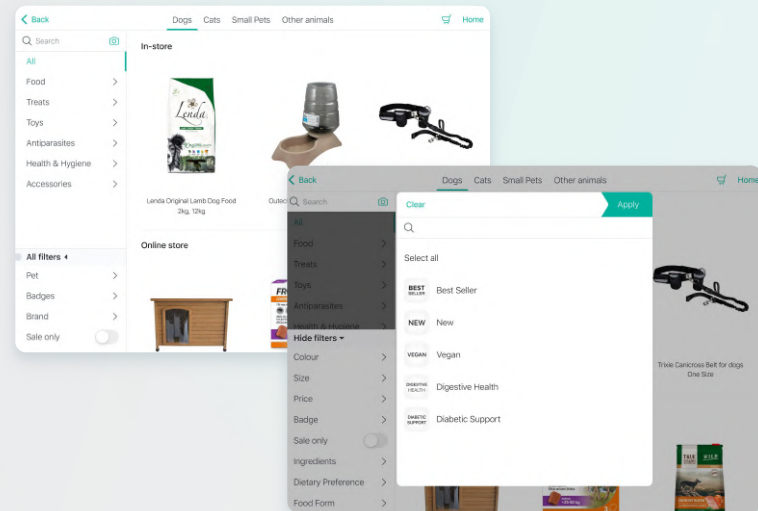
INTRODUCE THE NEXT LEVEL OF SERVICE

Enable superior experiences like pets concierge service and grooming appointments effortlessly

A Single App for Store Associates

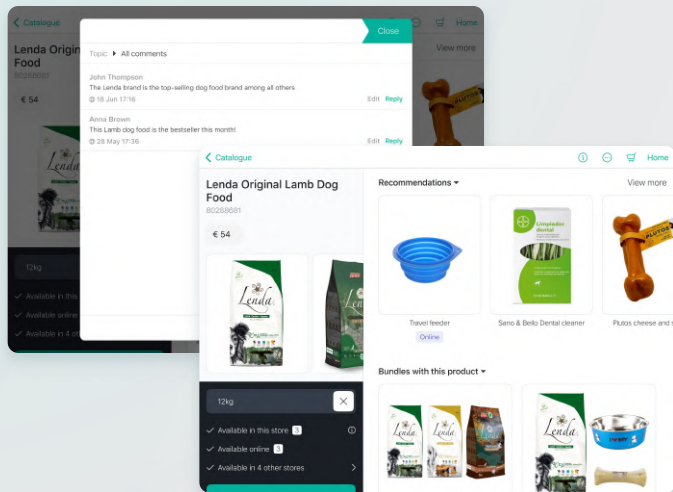
Utilise Advanced Product Search

Use powerful search capabilities to filter entire product assortment by various parameters like product type, ingredients, materials, and other attributes. See matching products in-store, online and from other stores.



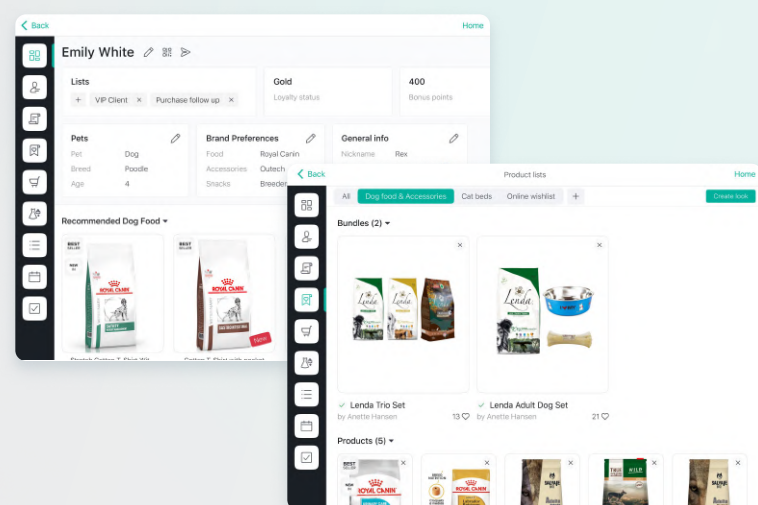
Access Product Details & Relevant Suggestions

Elevate product discovery, spotlighting ingredients or materials, quality marks and other details. Share other clients' feedbacks and suggest product bundles. Apply various product parameters to see matching recommendations and alternatives that are pre-filtered with in-store availability.

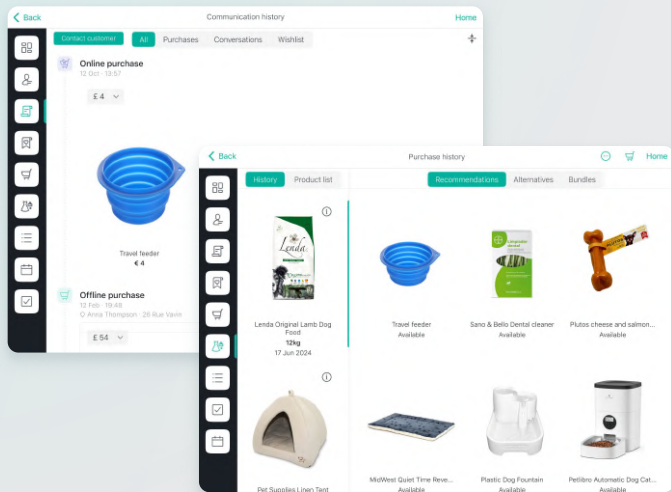


Access Customer Profile and Capture In-Store Behaviours

Access 360-view profile including information about purchase history, wishlist, loyalty status and pet's preferences and information (breed, nickname, dietary, birthday). Capture missing information and in-store behaviour for future remarketing.



A Single App for Store Associates

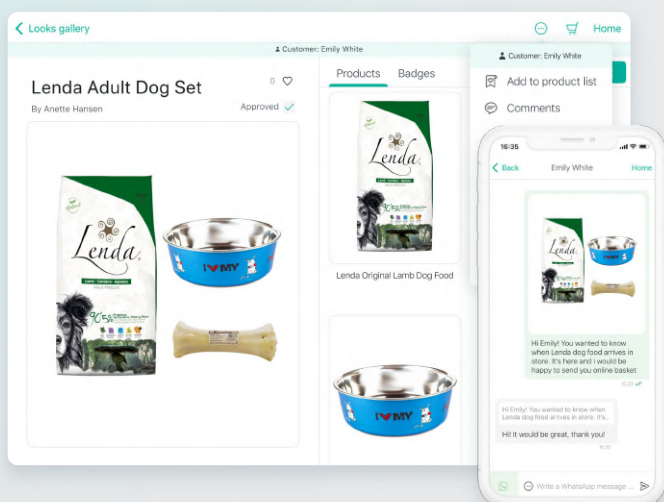
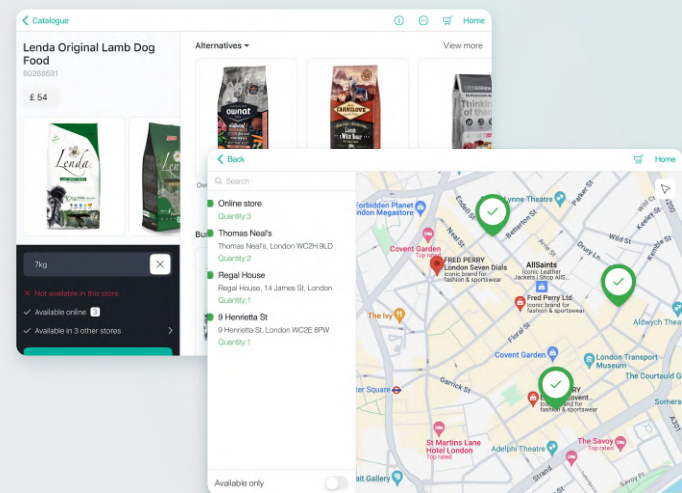


Provide Bespoke Shopping Experiences

Extend your customer experience up to a personalised concierge service by utilising past interactions and detailed data on pet preferences and dietary needs to generate tailored recommendations for every pet owner.

Flexible Omnichannel Fulfilment

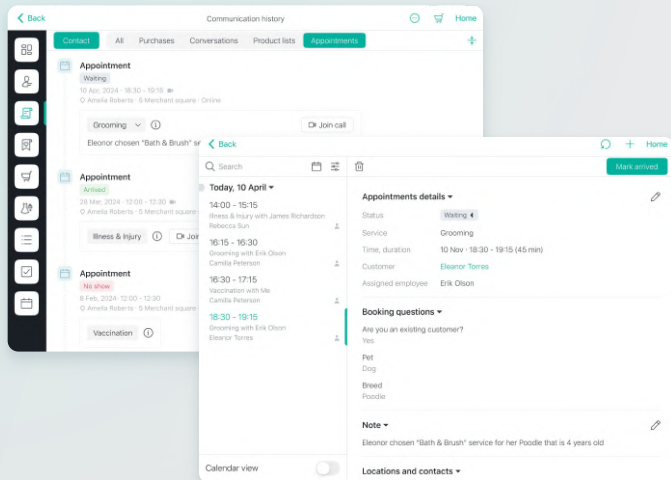
Harness company-wide inventory online and in other stores to efficiently locate and fulfill customer orders for specific items, for them to order online, reserve & collect, fulfill from store stock or arrange a ship-from-store.



Sell Remotely from Store

Initiate a new conversations via inbounds from Ecom, email, SMS, or WhatsApp or send outbound messages. Utilise 360° profile view and full inventory access to personalise every interaction, whether continuing in-store dialogues or driving new ones.

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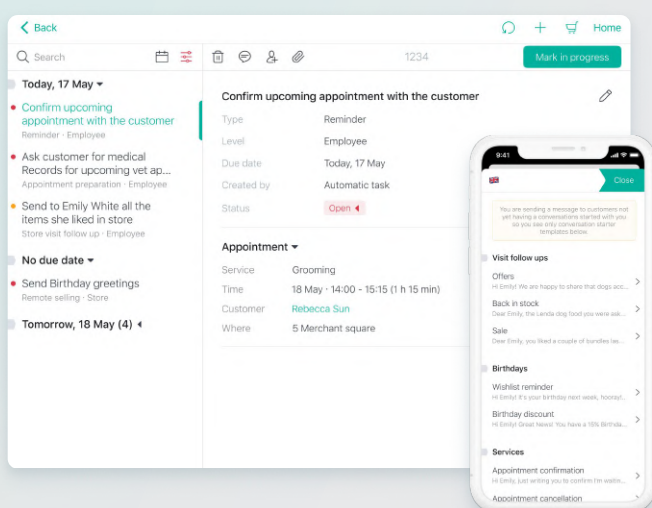
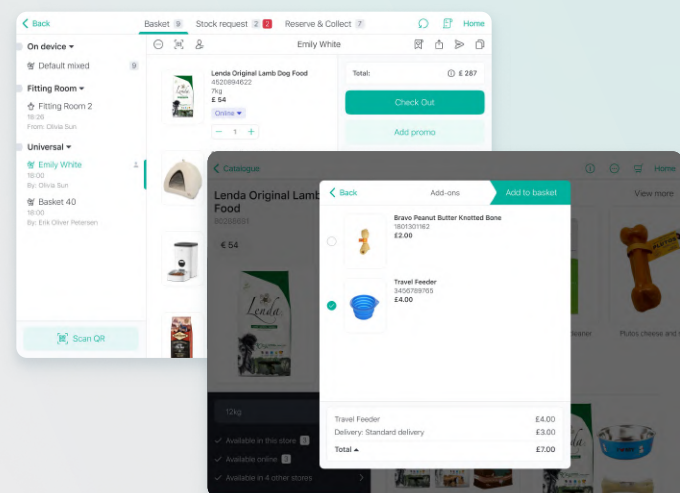


Appointment Services for Grooming and Veterinary Care

Allow customers to book grooming and vet appointments, request specific products and services in advance and let your staff prepare for a visit based on booking information, profile, preferences and previous interactions.

Promote Add-ons & Checkout

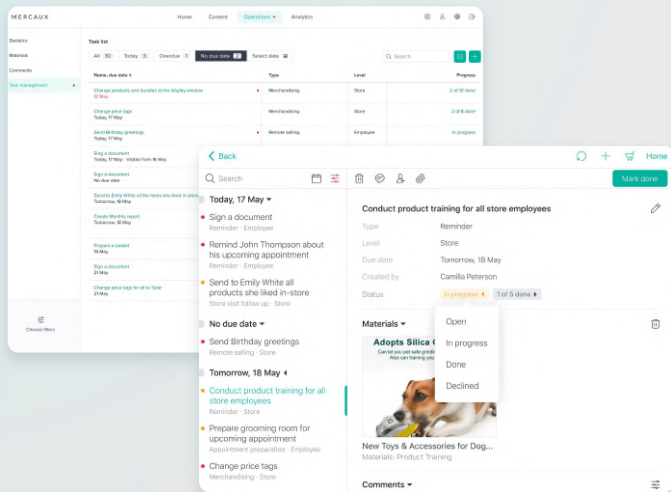
For larger purchases, offer flexible payment option in-store such as Buy Now Pay Later. Additionally, use the opportunity to up-sell offering services and complete transaction with mPOS capability.



Leverage Tasks for Timely Next Steps

Orchestrate personalised interactions via Task Management capabilities by allowing your store staff to create client-related reminders and channeling tasks from HQs based on automated client engagement rules.

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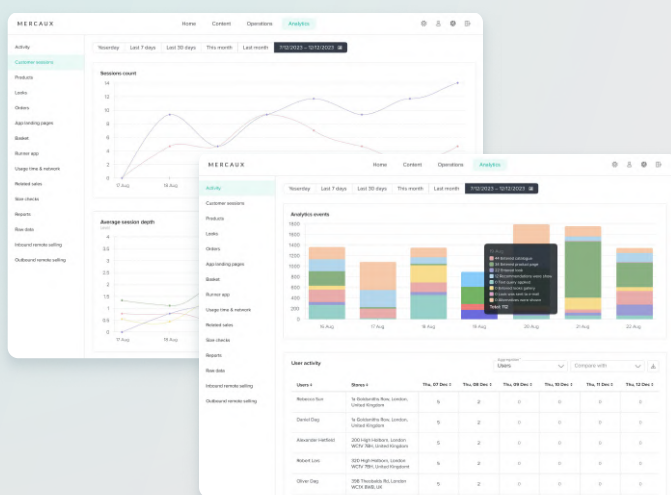


Keep staff focused, informed and aligned

Centralise and prioritise daily operations from visual merchandising to price adjustments and product training with Task Management module designed for both manager-delegated and HQs-driven tasks.

Allow Stores & Staff to easily track KPIs

Empower stores with immediate access to their KPIs and progress through dynamic dashboards or uploaded reports on usage and performance. Enable a clear view of goals vs. current achievements.



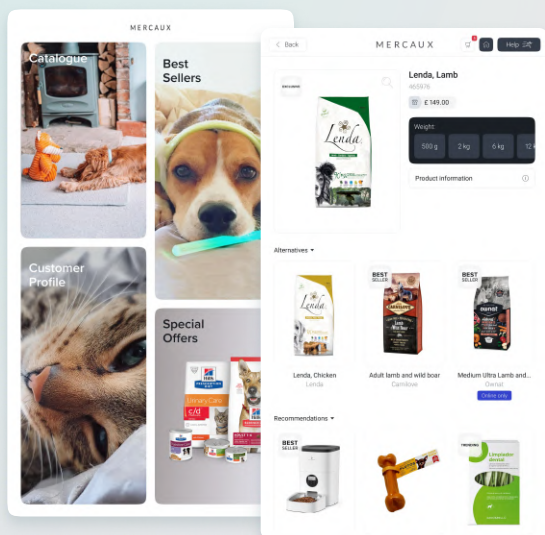
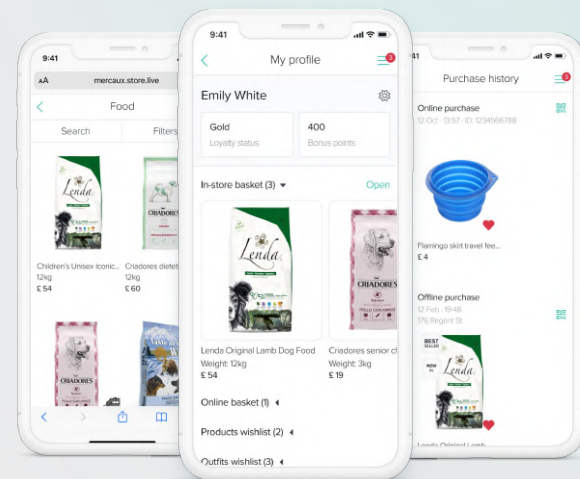
Control usage and gain valuable insights

Harness usage statistics to understand customer journey, lost sales and preferences. Make store staff activities transparent and measurable. Collect actionable insights to refine the shopping experience.

A Suite of Self-Service Solutions

Web App for Scan&Go or Self-discovery

Equip customers with digital self-service capabilities available on their own device and give them the power to easily discover products, check price and availability, build baskets and checkout anywhere in-store.

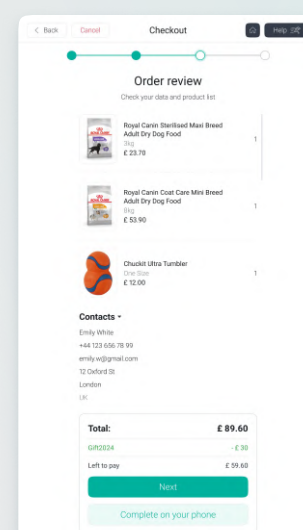


Self-Service Product Discovery

Introduce Self-Service Touch Screen Kiosks for customers to easily browse the endless aisle catalogue, interact with engaging content and requesting assistance from staff when needed.

Self-Checkout Kiosk

Speed up shopping with self-checkout capabilities. Offer your customers the ultimate convenience by letting them skip the lines and quickly check out using scanning or RFID technology. Save time and enhance their in-store experience.



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:



stripe

logic

▼ Talon.One

fluentcommerce
order management. accelerated.

SAP



Jumpmind

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

Or visit mercaux.com