

MERCAUX

Clienteling

Single Customer View across all channels and Personalised Store Interactions

Results & Effects



Single customer view across all channels

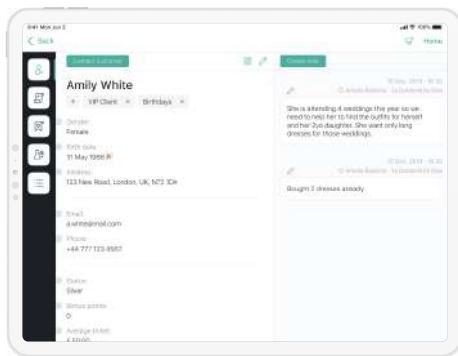


Higher sales conversion with personalised service



Enhance your CRM with in-store behaviour data

Functionalities

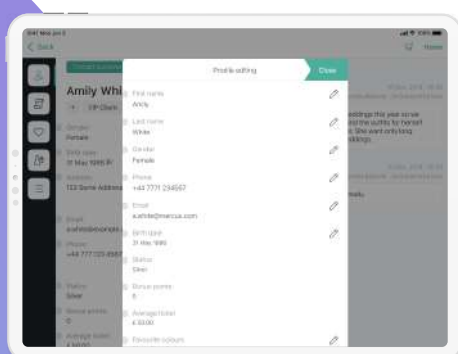
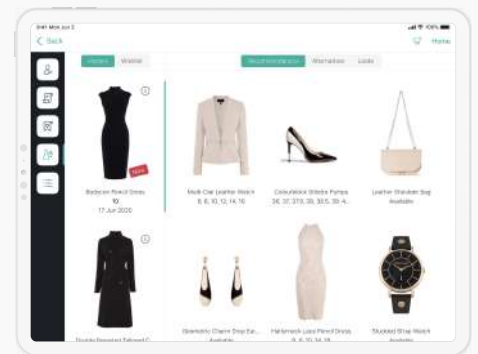


Identify Customers In Store

Identify the customer in-store and access their personal profile including purchase history offline and online, wishlist, loyalty status and personal preferences.

Personalise the Experience

Suggest custom recommendations based on past online and offline purchases or previously shared preferences for a personalised experience. In addition, view AI-generated recommendations and alternatives.

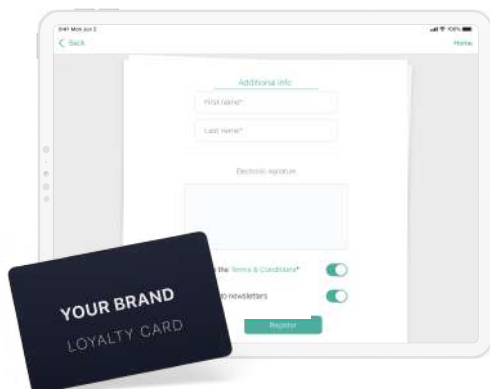
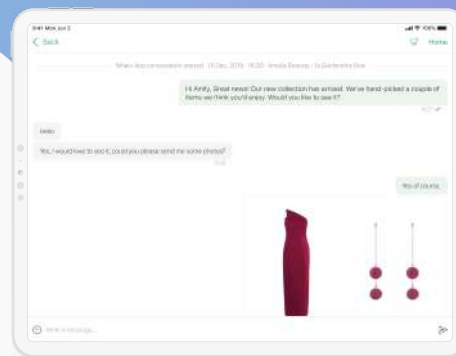


Capture Behaviour & Enrich Customer Profiles

Capture data on customer preferences and behaviour in-store and enrich your CRM system for use in future interactions or marketing.

Personal Messages to Customers from In-store

Give your customers the VIP treatment by emailing or messaging personalised looks, customised baskets and bespoke invitations to inspire them to return to the store or shop online.



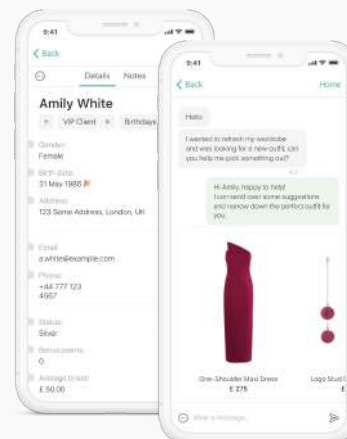
Lost Sales Recapture

Access to full product catalogue across the estate with real time inventory in-store, across other stores and online.

WhatsApp & SMS

Businesses are increasingly turning to WhatsApp to communicate with their customers and it's not surprising to see why: it's the third most popular messaging app in the world after Facebook and WeChat.

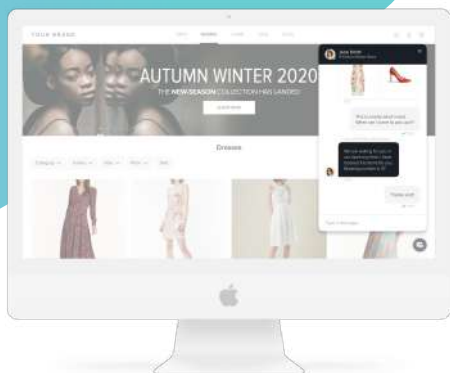
Through an intergration between the WhatsApp Business API and Mercaux App, Sales Associates are able to provide customers with bespoke product and styling advice. This service is offered alongside the more traditional SMS channel of texting.



Live Chat from Store to Website Visitors

Live chat conversations on a website result in a greater likelihood of a purchase being made by 2.8x. We want to increase this statistic further by leveraging the sales skills of Sales Associates in store.

When Sales Associates are notified of a new chat request on the website, they are then able to engage with customers to provide a personalised in-store shopping experience remotely. Product recommendations are added to the basket for purchase online.



If you'd like to learn more about our Clienteling Solution, schedule a demo:

[Demo Request](#)