

MERCAUX

MEMBER OF THE **MACH**
ALLIANCE

IN-STORE CLIENTELING & CX PLATFORM FOR BEAUTY STORES

A purpose-built platform for the specific needs of the
in-store beauty appointment and purchase



Why is a purpose-built solution needed?

IN-STORE TRIALS AND APPOINTMENTS

An easy way to book and
manage appointments

FIND THE PERFECT SHADE QUICKER

Interview customers to
filter from the endless aisle

CROSS-SELL OTHER BEAUTY ITEMS

Easily recommend
complementary products

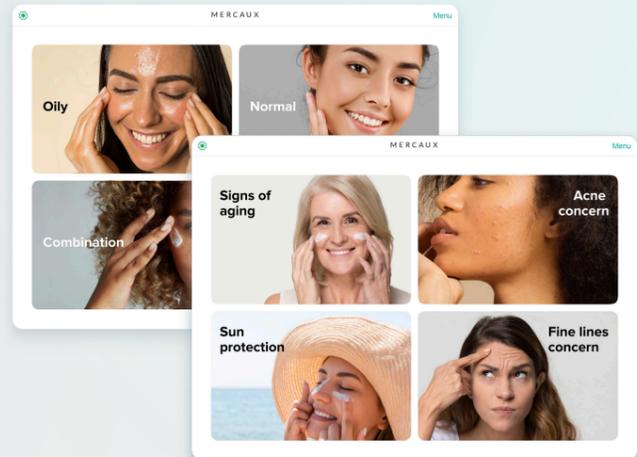
SELL TO CUSTOMERS REMOTELY

Continue the conversation
after the customer has left

A Single App for Store Associates

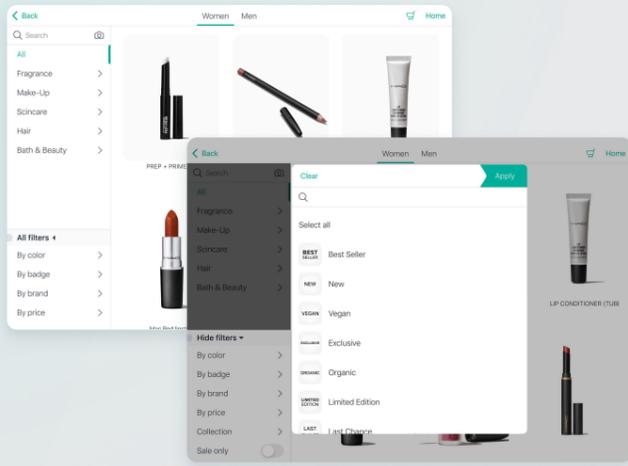
Conduct Customer Interviews

Guide customers towards their ideal item by utilising a pre-defined set of targeted questions, and watch as the platform filters through your array of products, presenting only the most relevant.



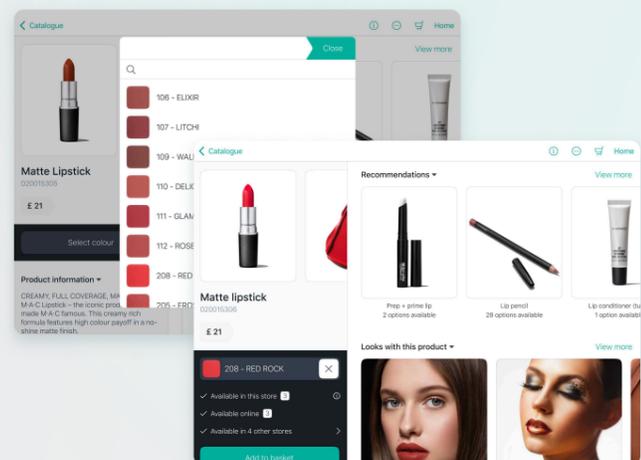
Utilise Advanced Product Search

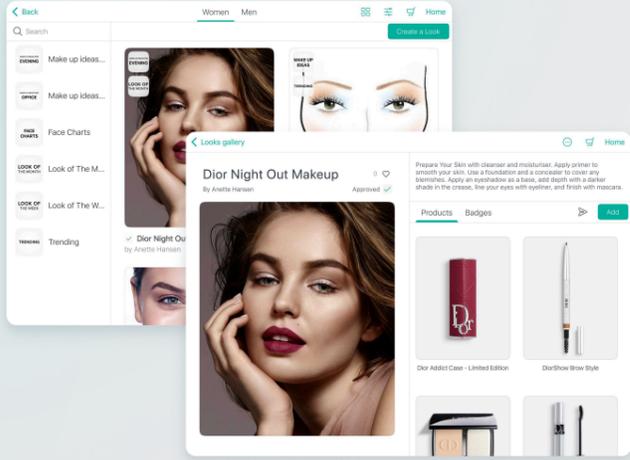
Use powerful search capabilities to filter entire product assortment by various details like size, colour, fit, fabric, style, and others. See available matching products in-store, online and in other stores.



Access Product Details & Inspirational Content

Elevate product discovery, spotlighting sustainable production, materials, and cross-sell recommendations. Enhance engagement through celebrity endorsements and visual stories that inspire.



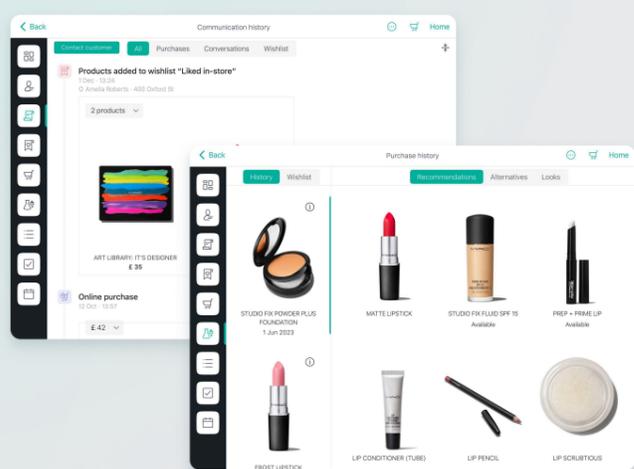
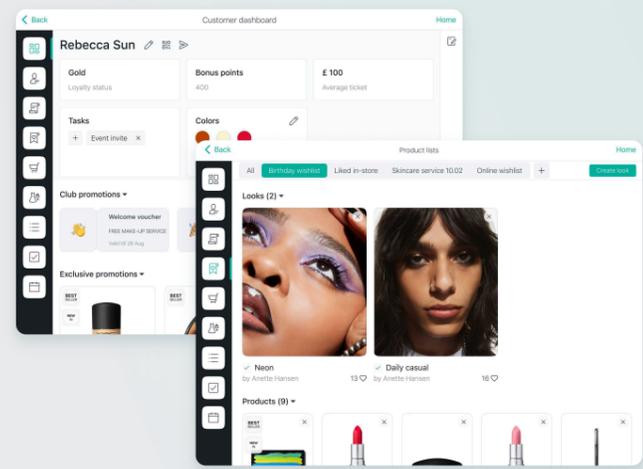


Crowdsource Looks and Bundling Ideas

Let your staff share their experiences and ideas by creating bundles via the simple drag and drop canvas tool. Utilise this content to inspire customers and promote cross-selling. Share and repurpose this content across every store.

Access Customer Profile and Capture In-Store Behaviours

Access 360-view profile including purchase history, wishlist, loyalty status and personal preferences (brands, colours, shades). Capture missing information and in-store behaviour for future remarketing.

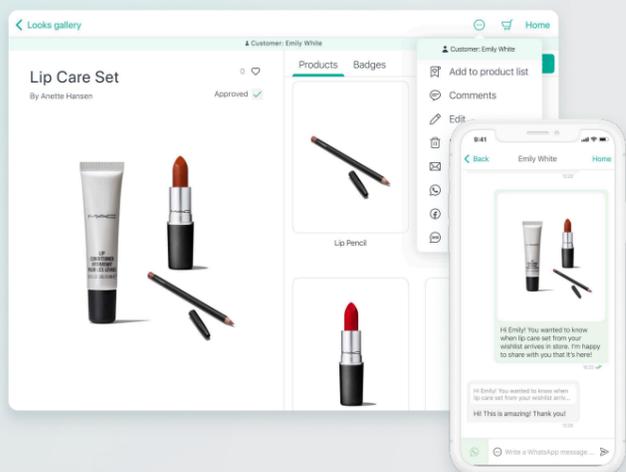
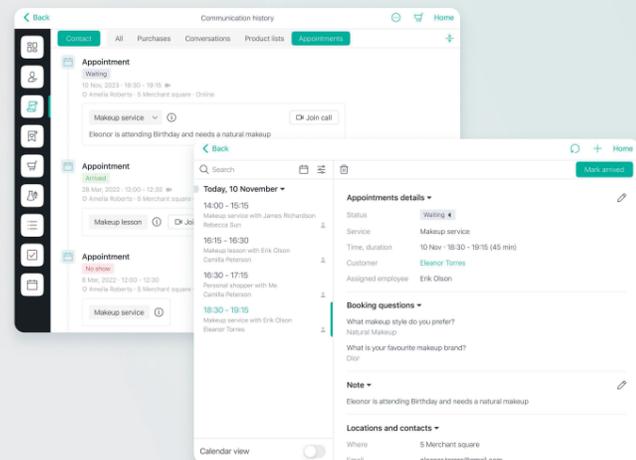


Provide Bespoke Shopping CX

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 makeup services for your customers. Enable customers to choose a specific service in advance, from simple everyday advice, to a full wedding makeup trial, so your staff can prepare accordingly.

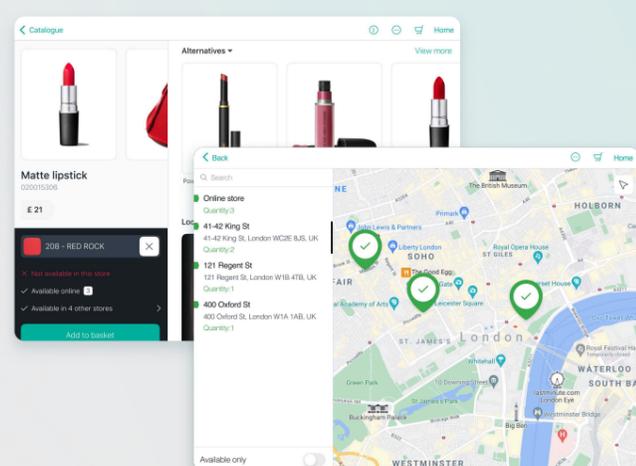


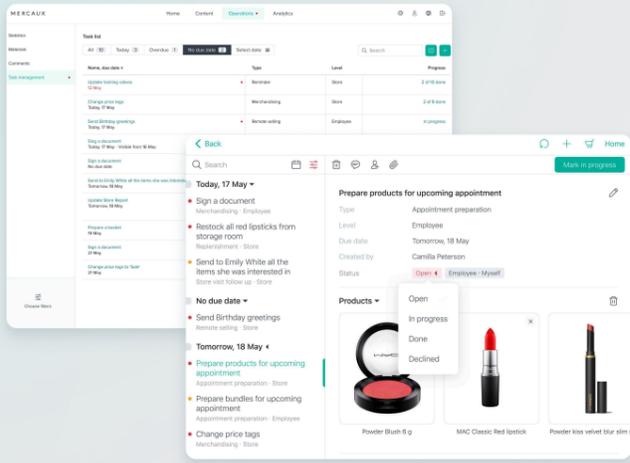
Sell Remotely from Store

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.

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.



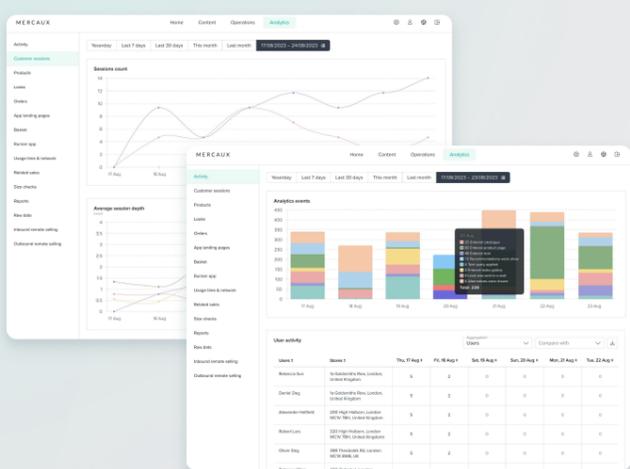


Keep Staff Focused, Informed and Aligned

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.



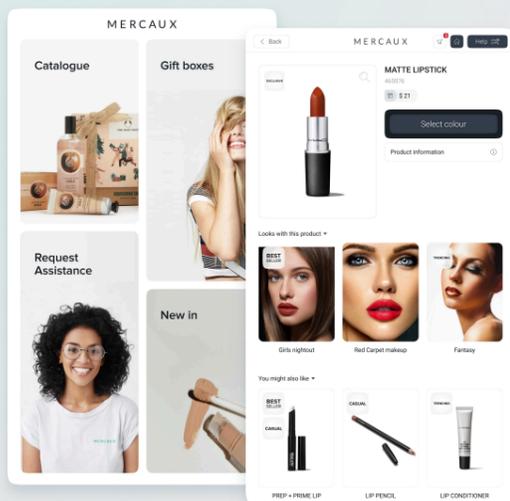
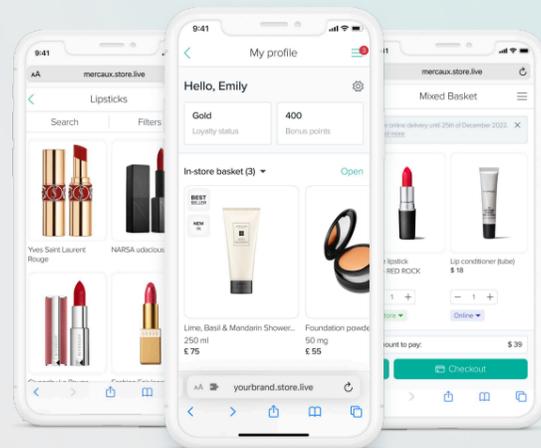
Track Usage and Gain Valuable Insights

Harness usage statistics to understand customer journeys, 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.

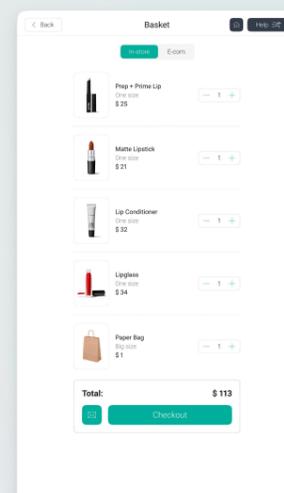


Self-Service Product Discovery

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

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



fluentcommerce
order management. accelerated.



Olga Kotsur
CEO & Co-Founder

olga@mercaux.com / info@mercaux.com

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