

CASE STUDY

Mercaux

The Connected Store - a single platform to digitise retail stores

COMPANY STATS:

Founded: 2013

Location: London



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Retail stores can no longer afford to simply sell as a siloed retail outlet - they have to become multi-purpose omnichannel centres, operating as acquisition, marketing, customer service, remote selling and fulfilment centres. Mercaux's mission is to help transform these retail stores with their modular in-store SaaS platform.

Mercaux's "Connected Store Associate" solutions, Sales Assist, Omnichannel and Clienteling equip staff with instant access to product information, company-wide inventory, digital content, customer profiles and wish lists, through to mobile checkout capabilities. Remote selling solutions further allow Associates to communicate with customers via WhatsApp, SMS and Video.



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Developing partnerships with tech giants such as SAP, Salesforce and Telefonica has allowed Mercaux to create an ecosystem that has attracted clients including Nike, French Connection and United Colors of Benetton, and is in use in over 1,000 retail locations around the world.

By using this technology, stores can capture specific customer interests or needs, so that online and marketing teams can leverage these for hyper-personalised remarketing campaigns. Adoption of digital tools in-store has shown, on average, that stores experience an increase in sales of 8% and 5x ROI, and even an increase in effectiveness of sales staff.



UNITED COLORS
OF BENETTON.

FRENCH CONNECTION

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The opportunity is a \$4 trillion offline retail market where customers are looking for experiences that begin to replicate, and even exceed, the e-commerce experience. Although our high streets may be suffering, a survey by Mood Media [found](#) that 9/10 shoppers decided to return to a store because of the physical experience they encountered from a combination of music, visuals and scent. Human nature pulls us towards these real-world experiences but the feature-packed convenience of online commerce is a draw many cannot escape.

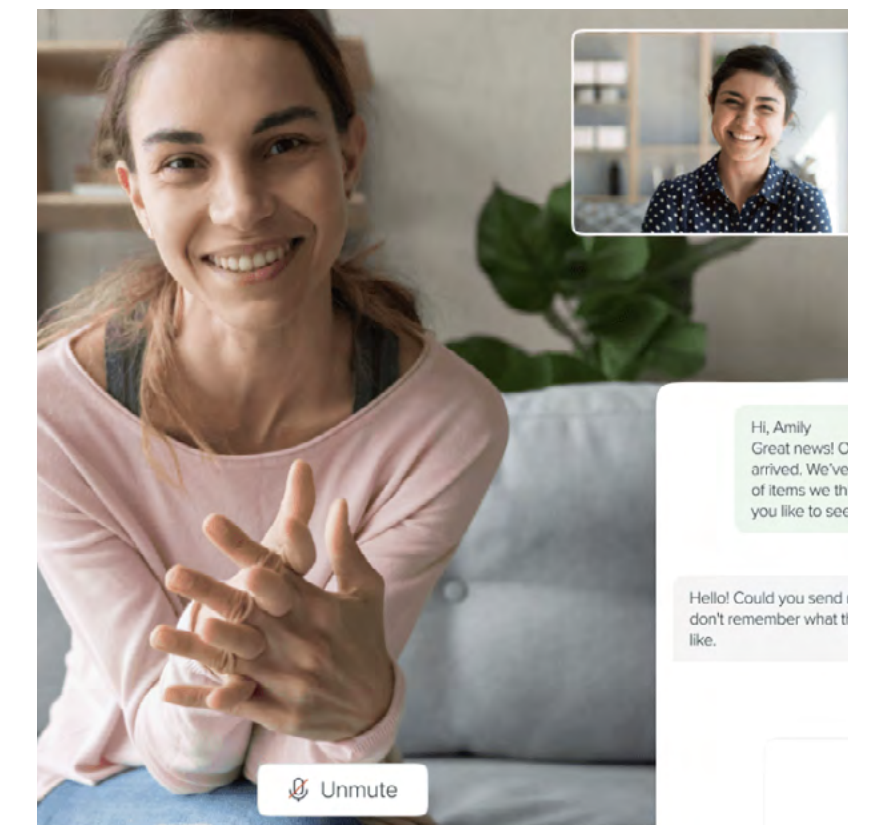
Solution Impact



Omnichannel
= Integrated inventory avoids lost sales and offers delivery benefit



In-store experiences
= Deliver online benefits in-store with enhanced sales tools



Customer analytics
= Customer profiles that allow bespoke marketing

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Once Mercaux's service has been adopted, stores are using the platform more than 4,500 times per week and offering savings of over 80 hours per week in man-hours due to their streamlined processes. With 77% of retail stores reopening post-lockdown with a reduced workforce, such savings could be a lifeline.

Mercaux found that shoppers are open to engaging with retail staff for product and styling advice via digital channels.

49% WILLING TO
ENGAGE BY EMAIL

38% WILLING TO
USE WEB CHAT

37% WILLING TO
CHAT ON WHATSAPP

36% WILLING TO
ENGAGE WITH SMS

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Consumers are keen to hold onto high street stores but also want to see them adopt digital trends. A 2019 [survey](#) by Riverbed found that:

45% of shoppers wanted online ordering for instant pick-up in store

36% wanted to see automated checkouts in store

29% would like to see smart shelves that track inventory

23% want to see VR/AR being used





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