

NIKE (IRG) & MERCAUX

IN-STORE ASSISTED SELLING
AND CLIENTELING CASE STUDY



MERCAUX



PROJECT INTRODUCTION & OBJECTIVES

Nike's Partner, Inventive Retail Group, is known to have a strong in-house development team that provides many of the developments needed for the company, but they equally recognise the benefits of using third party vendors. In launching an in-store digital transformation project, they wanted to **consider third party vendors so they could launch in a very short period of time and choose a solution that was flexible and intuitive to use** so it would be adopted by staff and customers quickly.



Digitally transform their stores
in a short period of time



Ensure that the solution is
intuitive and user-friendly



Offer a superior level of
service to their customers



WHY PARTNER WITH MERCAUX?

Easy Integration

Plug and play integration with Nike (IRG's) existing systems meant that the initial solutions were ready to use within 2-4 weeks.

Modular & Flexible

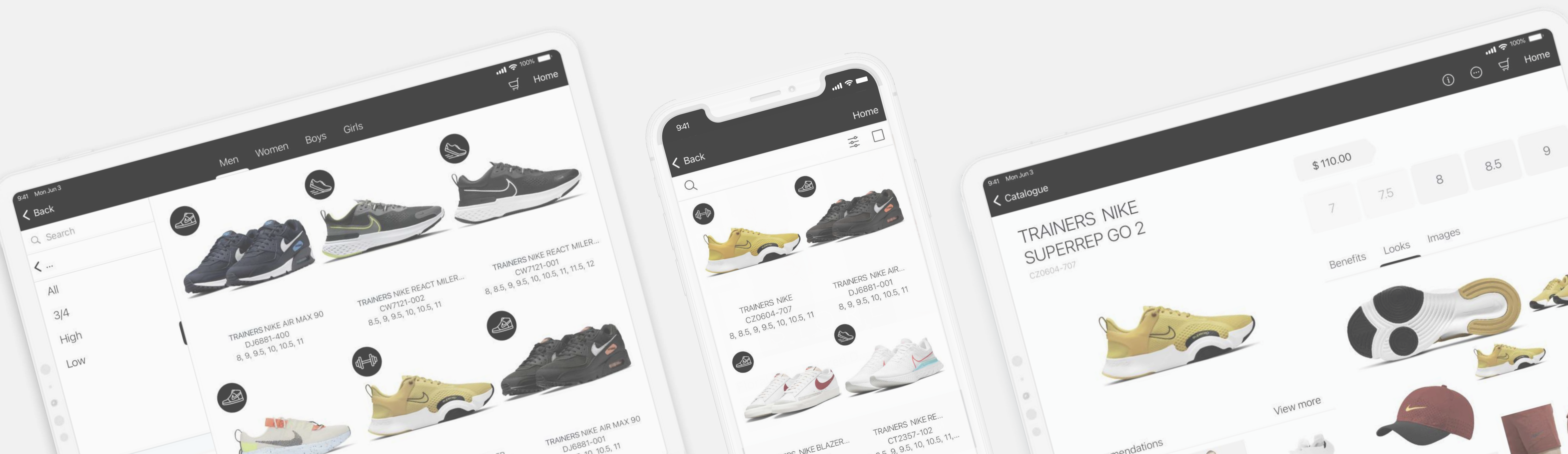
Nike was able to easily switch on more solutions for additional functionalities & create customised interfaces to match the brand.

Minimal Internal Resources

The heavy lifting for launching the in-store project was conducted by Mercaux, so internal teams could focus on other projects.

Intuitive & Reliable

Adoption of the in-store app was quick as the solution was seen as intuitive & reliable (even when used offline without WiFi).



SOLUTIONS

Assisted Selling

Store Associates access the products via barcode scan or catalogue search to retrieve size availabilities, descriptions, suggested recommendations and in-store alternatives, **increasing UPT and recapturing lost sales.**

Clienteling

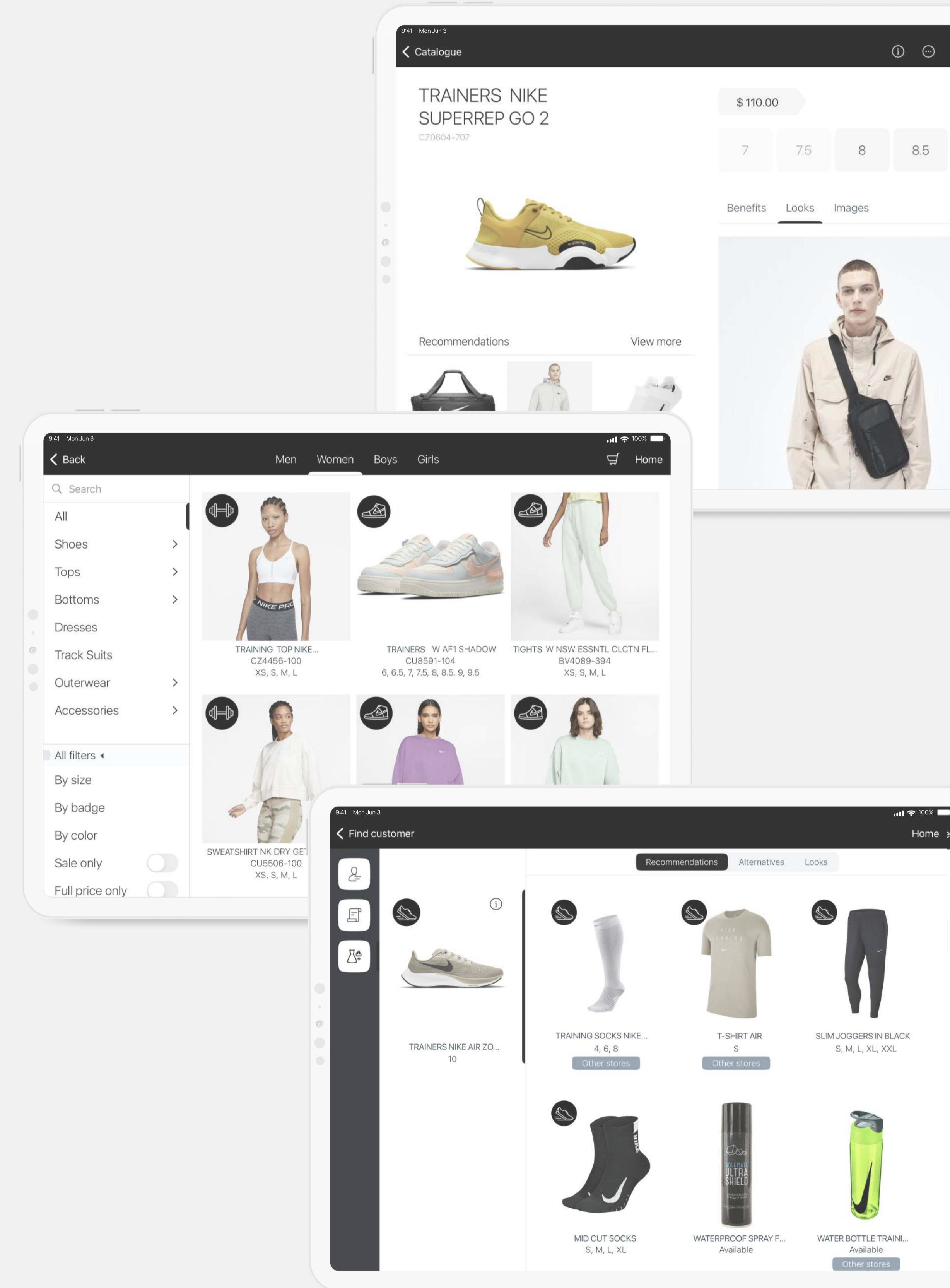
Access to a customer's engagement history empowers Store Associates with the information to **provide a highly personalised shopping experience**, or the ability to add new customers to their CRM database.

Self-Serve Kiosks

For customers that wish to keep socially distanced, or shop alone, the kiosk allows them to **browse the endless aisle, view product descriptions, product availability, alternatives and inspirational content.**

Store Operations

Two-way dialogue between HQ Teams and Store Staff to discuss visual merchandising and share training materials ensures **high standards of quality across the entire group.**



MERCAUX & NIKE: SOLUTIONS FOR SALES ASSOCIATES, CUSTOMERS AND HQ TEAMS

App for Sales People

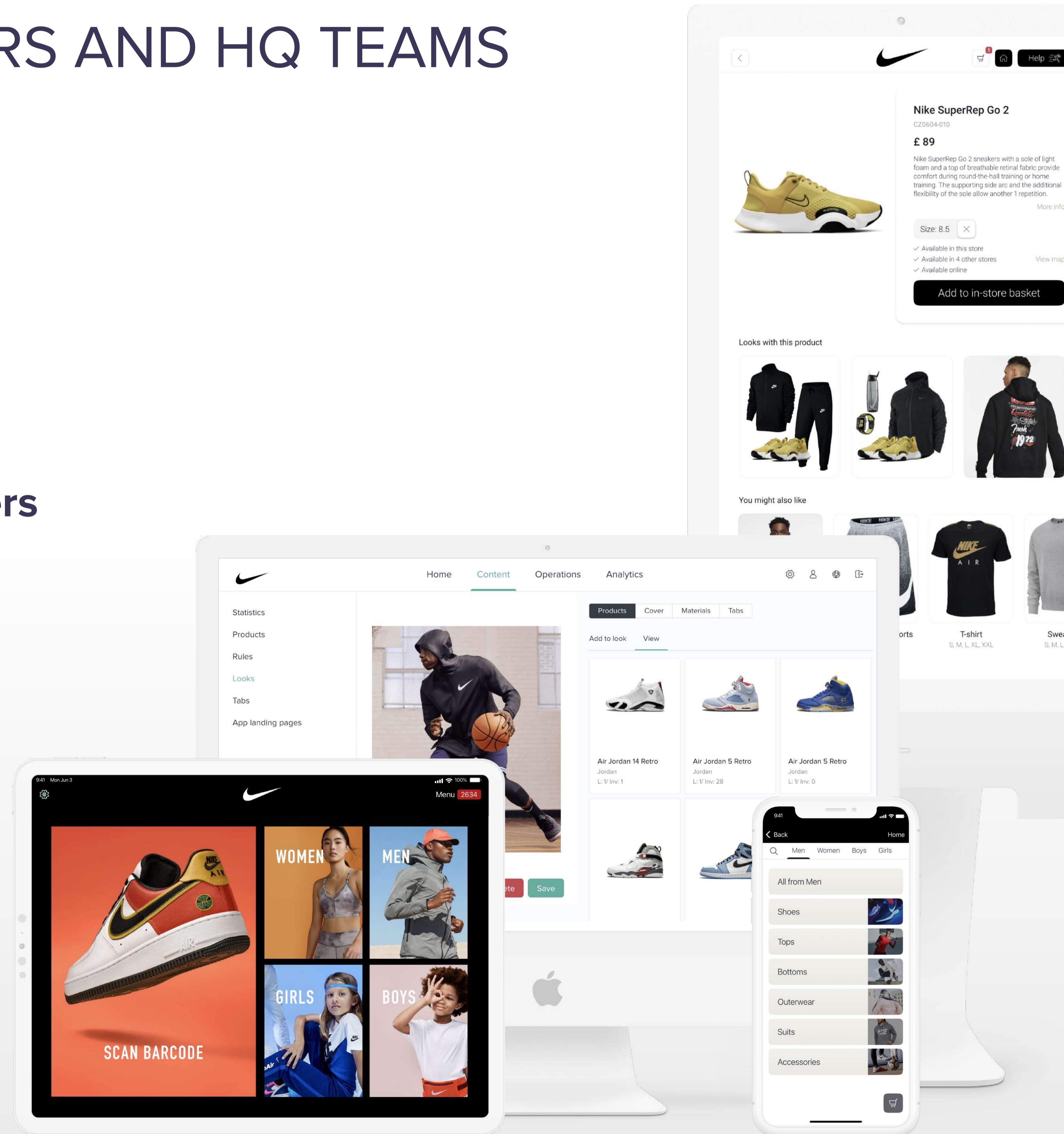
- Inventory & product knowledge
- Powerful Catalogue search
- Alternatives & cross-sell recommendations
- Personalised shopping with Clienteling
- Visual merchandising checks

Self-Service Solutions for Customers

- Scan barcodes
- Powerful Catalogue search
- Product Descriptions
- Inspiring content & looks
- Request for sales associate help

Web Portal for HQ

- Product analytics
- In-store app usage statistics
- Content creation & management
- Communication with stores



RESULTS & EFFECTS

2-3 weeks

To deploy the solutions

600+

Events per store per day

15 %

Improvement to in-store conversion

“

The integration of the Mercaux App with our existing technologies was extremely easy and took just a few weeks. Equipped with the Sales Assist & Clienteling app, Nike store associates have vastly improved the in-store shopping experience, which has resulted in big improvements to conversion.

”

Ekaterina Dobrovolskaya

Head of Nike Department, Inventive Retail Group



If you want to learn more about Mercaux's **Connected Store Solutions** please request a demo:

[Request Demo](#)

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If you would like to discuss launching your digital
transformation roadmap with us,
please get in touch:

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