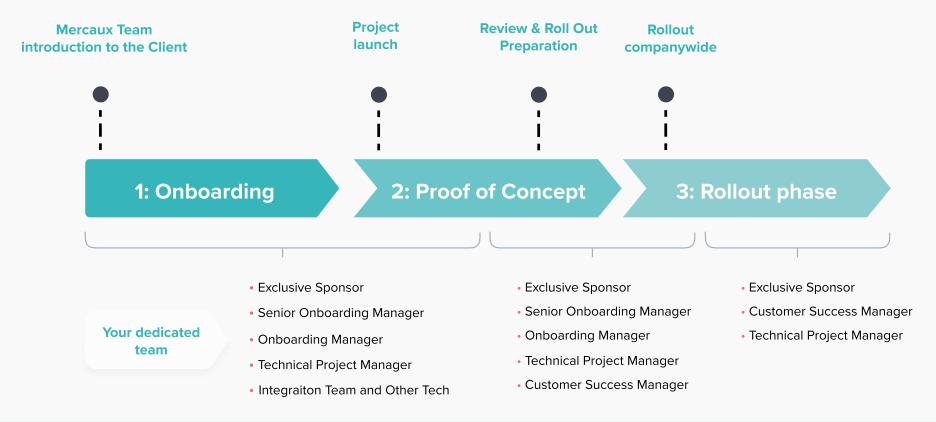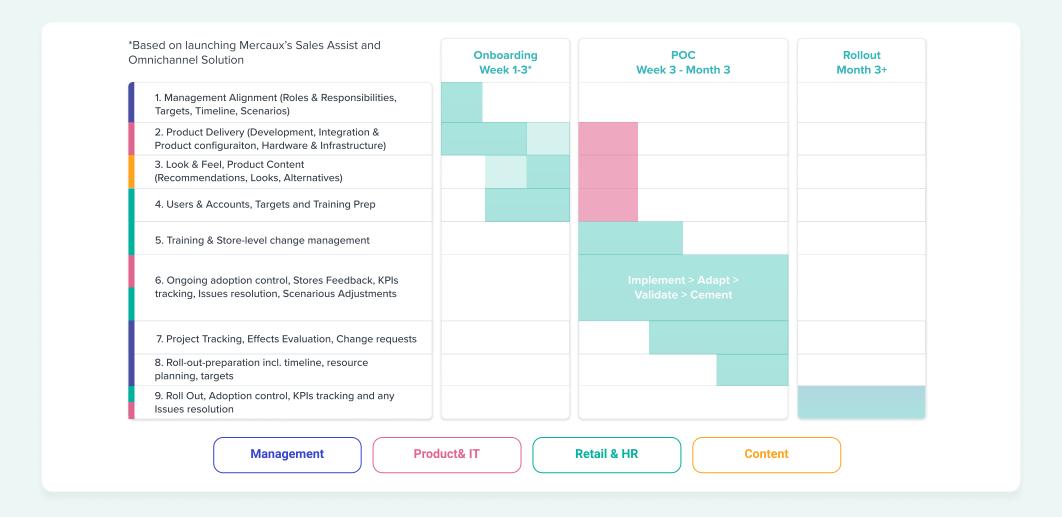# MERCAUX

Mercaux's Quick and Easy Onboarding Process

We allow retailers to **begin their digital transformation journey in as little as a few weeks**. How? Your team will work with an experienced team of Business and Technical experts that support data integration with your existing systems, configuration of the app for you sales associates, infrastructure setup, training for staff (both field team and HQ team) and related change management activities.

3-Stage Project Plan

Mercaux Team introduction to the Client	Project launch	Review & Roll Out Preparation	Rollout companywide
1: Onboarding	**2: Proof of Concept**	**3: Rollout phase**	

Your dedicated team

1: Onboarding
- Exclusive Sponsor
- Senior Onboarding Manager
- Onboarding Manager
- Technical Project Manager
- Integraiton Team and Other Tech

2: Proof of Concept
- Exclusive Sponsor
- Senior Onboarding Manager
- Onboarding Manager
- Technical Project Manager
- Customer Success Manager

3: Rollout phase
- Exclusive Sponsor
- Customer Success Manager
- Technical Project Manager

Activity Timeline

After integration and onboarding we typically work with retailers on a 2-3 month proof of concept (POC) phase. The initial solutions from Mercaux's Platform are deployed in 10 stores and KPIs (such as conversion, Omnichannel Sales, UPT and LTV) are tracked against 10 control stores.

*Based on launching Mercaux's Sales Assist and Omnichannel Solution

	Onboarding Week 1-3*	POC Week 3 - Month 3	Rollout Month 3+
1. Management Alignment (Roles & Responsibilities, Targets, Timeline, Scenarios)	�damber		
2. Product Delivery (Development, Integration & Product configuraiton, Hardware & Infrastructure)	■■	■	
3. Look & Feel, Product Content (Recommendations, Looks, Alternatives)	■		
4. Users & Accounts, Targets and Training Prep	■	■	
5. Training & Store-level change management		■	
6. Ongoing adoption control, Stores Feedback, KPIs tracking, Issues resolution, Scenariou Adjustments		Implement > Adapt > Validate > Cement	
7. Project Tracking, Effects Evaluation, Change requests		■	
8. Roll-out-preparation incl. timeline, resource planning, targets		■	
9. Roll Out, Adoption control, KPIs tracking and any Issues resolution			■

Management	Product& IT	Retail & HR	Content

How does Mercaux achieve ease of integration and adoption?

Organisational Enablers

- An experienced Mercaux Project Team
- Mercaux proprietary methodologies & toolkits
- A detailed multi-step project plan to highlight risks
- Engaging client's Project Team at every stage of the process to achieve full alignment

Technical Enablers

- Proprietary developed Interaction Core supporting various integration methods
- Monitoring and Alerts minimize technical risks post-launch
- HQ Analytics Portal gives visibility on adoption and CSM controls what content is displayed

Training and Adoption

In order to achieve strong adoption of our solutions, we have developed a success model that leans heavily on multi-level communication, staff training, regular check-ins with users and analytics reviews.

Sales Associates
- Trainings tailored to in-store journeys – initial/refreshment
- App usage tracking (Mercaux Analytics Platform)
- New KPIs setup and tracking
- Stores feedback & store calls
- Incentive programs & competitions

Store Managers
- Access to the Portal to track the app usage
- New KPIs setup and tracking
- Stores feedback & store calls
- Incentive programmes & competitions
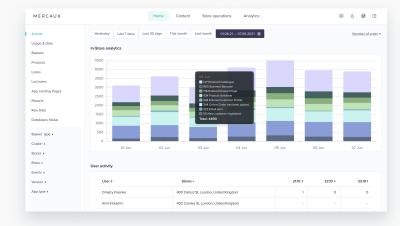- Dedicated Store Managers & HQ sessions

HQ Teams
- Dedicated HQ / Retail team
- Mercaux team support (Rhythms, Tools, etc)
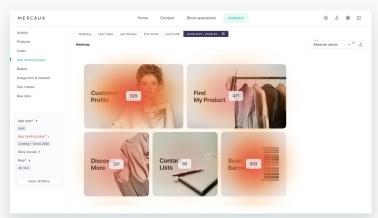- Mercaux Analytics & Content management Portal

Monitoring and Measuring Success

Leverage Mercaux's in-depth analytics & reports to understand usage of the solution and performance against targets via the HQ Management Platform:

Mercaux's HQ Analytics Platform

Heat Map for App Usage

"The speed and ease at which we have been able to implement Mercaux has been remarkable"

Simon Donoghue, MD Retail & Ecommerce, French Connection

If you would like to speak to one of our onboarding specialists, **please get in touch**