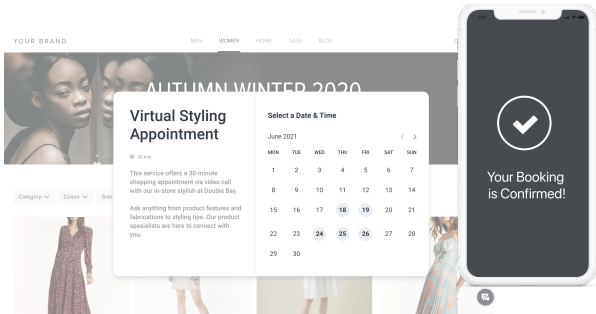


Mercaux & JRNI Customer Journey

In-Store & Virtual Appointment Services supported by Clienteling and Remote Selling

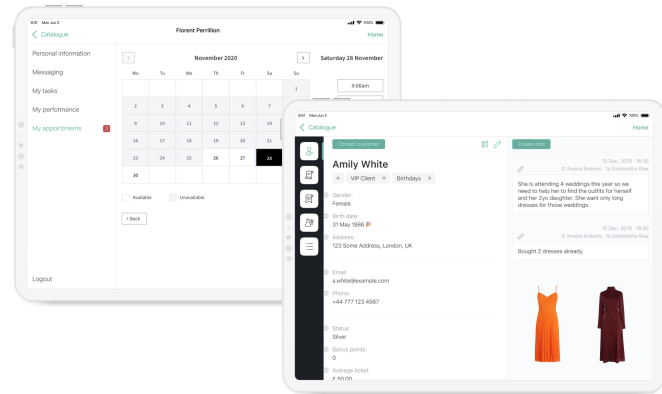
Customer

Sales Associate



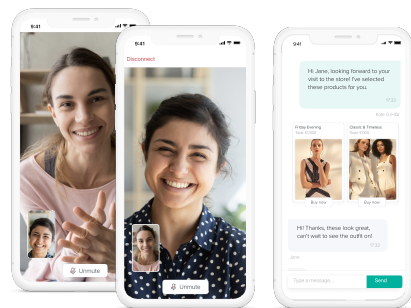
Step 1: Customer makes a booking (via any channel - online widget, call center or whatsapp)

1



2

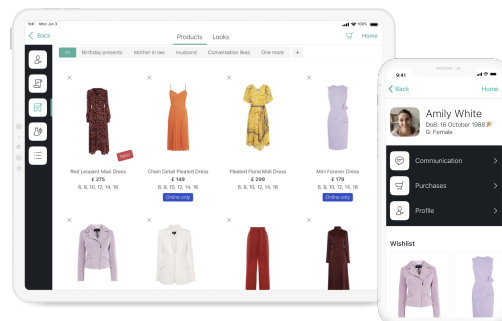
Step 2: Sales Associate views upcoming bookings in Mercaux Task Manager and confirms/edits appointments



Step 4: Customer is delighted with pre-booking selections and confirms interest in products or looks

3

Step 3: To prepare for the appointment, the Sales Associate retrieves the customer's profile with shopping history and preferences to shortlist some products and send to the customer in advance

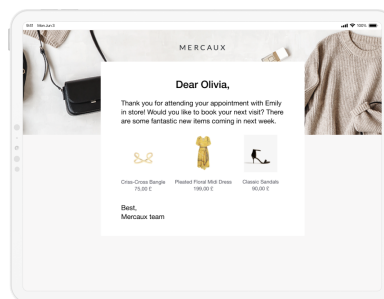


4



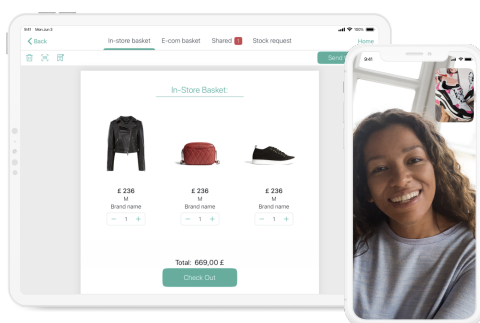
Step 5: During the course of the appointment - in-store or remotely - Sales Associate has access to customer purchase history, wishlist and preferences. They can also create custom wishlists, add notes and preferences to enrich the customer's profile

5



6

Step 6: Sales Associate assists the Customer to Check out in-store. To continue the dialogue with a personal touch, Sales Person can follow up via email/message with products and looks that customer liked but did not purchase



Step 7: Customer sets up a follow up video consultation and purchases remaining items remotely

7