

MERCAUX



# Salesforce Commerce Cloud

Mercaux's two-way integration with SFCC

## Why the Partnership?



Empower Sales Associates in-store with data from SFCC

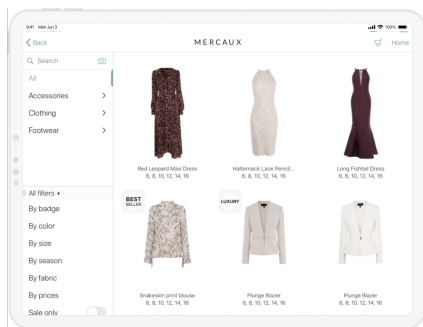


Enrich SFCC with content created from within the store



Mercaux integration with SFCC is pre-built, so going live is simple

## Full Catalogue and Customer Insights into the Hands of your Sales Associates In-Store

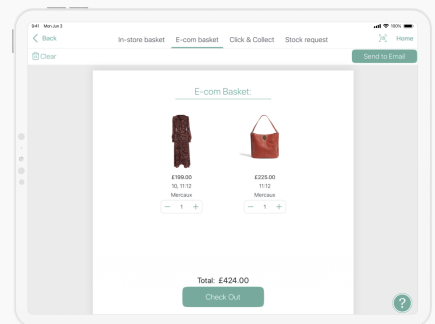


### Seamless Data Integration for Sales Assist & Endless Aisle

Display the full range of products you sell by displaying online product information and availability from SFCC into the Mercaux App for your Sales Associates to sell your endless aisle of products.

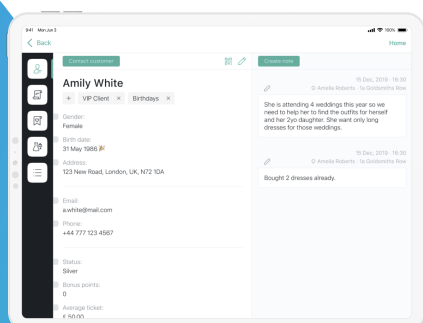
### Omnichannel and Click & Collect

Place online orders from the store by transferring the basket to SFCC to complete the purchase, or click and collect in another store that shows availability.



### Grow Clienteling Capabilities with CRM Integration

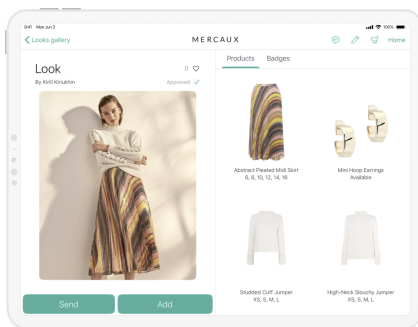
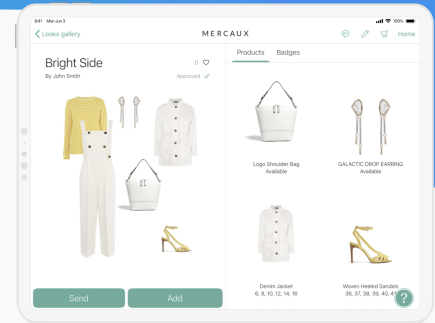
Identify the customer in store and access their purchase history offline and online, wishlist, loyalty status and personal preferences. Update their profile with observations to continually personalise the experience.



# Amplifying the voice of your Sales Associates Online

## Authentic Content Created by your Sales Associates

Leverage your community of Sales Associates to style outfits or build product bundles within the App. Distribute these looks through SFCC or through your Social Media channels.

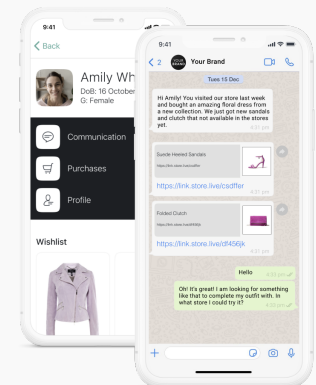


## Shop the Look

Inspire customers shopping online through SFCC to purchase entire looks (instead of individual products) by automatically transferring looks created in the Mercaux App to make them shoppable online.

## Communication widget

Bring the human touch to your website and personalise the online experience by deploying Mercaux's online messaging tool that connects website visitors to Sales Associates in store.



## Salesforce Commerce Cloud Integration



[Visting Mercux's Salesforce Commerce Cloud Marketplace listing here:](#)



If you would like a remote demo of any of the functionalities in the SFCC integration, please email us on: [sales@mercaux.com](mailto:sales@mercaux.com)