

# Remote Selling in Retail

Engage with Customers Uncomfortable Returning to Stores

## Results & Effects



Improve LTV by maintaining a personalised dialogue

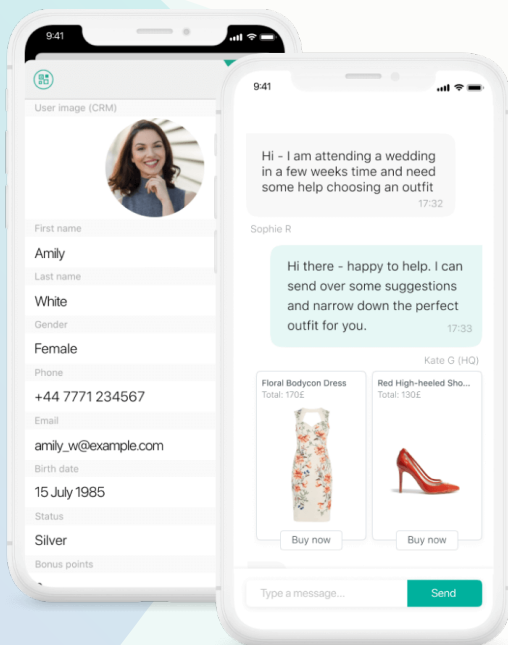


Generate incremental online sales from store



Increase UPT and conversion of website visitors

## Solutions



### WhatsApp & SMS

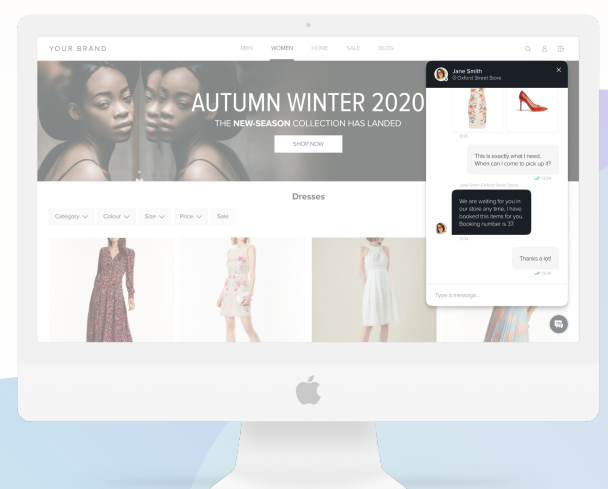
Businesses are increasingly turning to WhatsApp to communicate with their customers and it's not surprising to see why: it's the third most popular messaging app in the world after Facebook and WeChat.

Through an intergation between the WhatsApp Business API and Mercaux App, Sales Associates are able to provide customers with bespoke product and styling advice. This service is offered alongside the more traditional SMS channel of texting.

### Live Chat from Store to Website Visitors

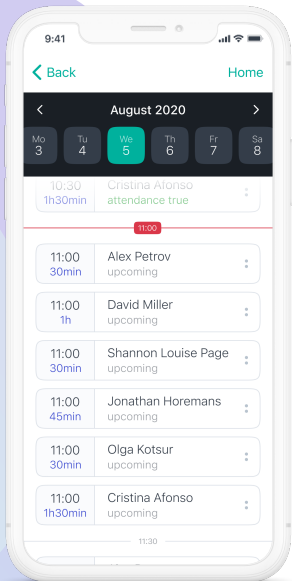
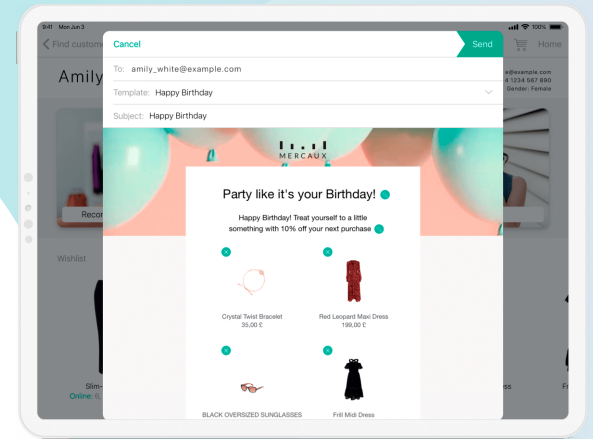
Live chat conversations on a website result in a greater likelihood of a purchase being made by 2.8x. We want to increase this statistic further by leveraging the sales skills of Sales Associates in store.

When Sales Associates are notified of a new chat request on the website, they are then able to engage with customers to provide a personalised in-store shopping experience remotely. Product recommendations are added to the basket for purchase online.



## Advanced 121 Email Communications

Our advanced email capability is one of our most popular remote selling solutions as it forms part of our core Clienteling solution. A customer's previous purchases, wish lists and touch points feed into Mercaux's recommendation engine to display the most relevant products for that customer. Email templates then guide the Sales Associates to craft the perfect message for that customer.



## Appointment Booking Service

Although remote selling is popular with a lot of shoppers (see our remote selling report below), some will still want to touch, feel or try on a recommendation before purchasing. For these customers who want to keep socially distanced, our appointment booking service gives them an opportunity to visit your store at a quieter time where they can pre-book a changing room, or use a secluded area of the store.

For Store Associates, they receive, manage and add notes to customers profiles after their visit all within the Mercaux App.

## The Rise of Remote Selling Report

We conducted a study into the impact the pandemic is having on customers returning to stores. Both retailers and consumers were asked about their changed attitudes towards the high street and what role remote selling could play. **Download the report** to learn how retailers can engage with, and sell to, customers unwilling to return to stores.



**Would you feel comfortable engaging with Store Associates for product or styling advice through these digital channels?**

Answered: Yes



If you would like to find out more about our Remote Selling solutions, please email us on: [sales@mercaux.com](mailto:sales@mercaux.com)