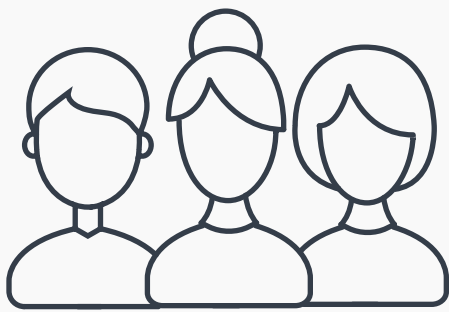


Remote Selling via WhatsApp

A new revenue stream for both
ecommerce and physical stores

Inbound Conversations

Connect Sales Associates with customers on digital channels to provide bespoke product advice



Customers

Ecommerce

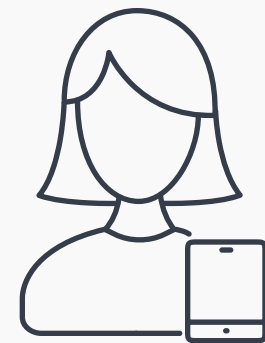
“Would you like to be connected to a store associate for advice?”

Social Selling

“Click on the link in our bio to speak to a stylist about our new collection:”

Marketing

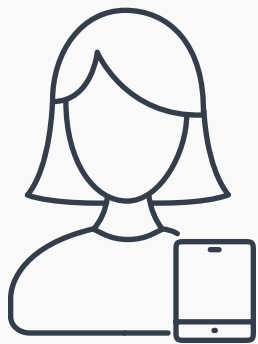
“Thinking of refurbishing your kitchen? Speak to a designer here:”



Sales Associate

Outbound Conversations

Extend in-store conversations remotely or generate brand new ones that are timely and personalised



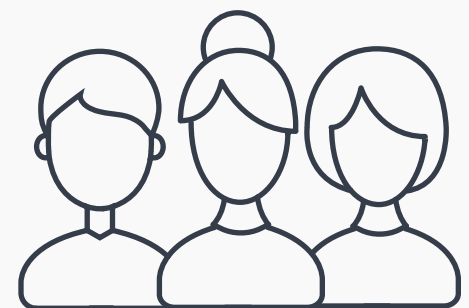
Sales Associate

Post-visit follow ups

“Hi Chris. What do you think of this top? It goes perfectly with the jeans you purchased earlier”

Task-based outreach

“Hi Sarah. I can see it’s your birthday next week. Need help choosing a party outfit?”



Customers

Results & Effects



Generate incremental store and online sales by creating a brand new 121 service channel

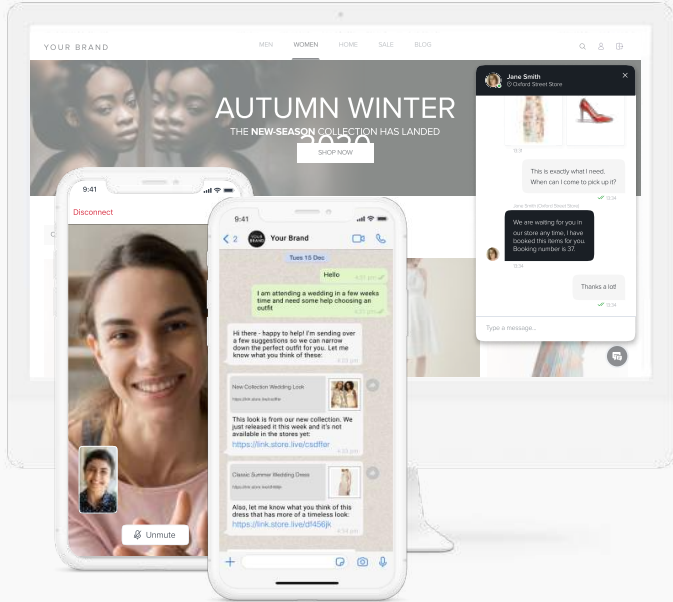


Improve customer LTV and satisfaction by maintaining a personalised dialogue



Capture every conversation and customer preferences to use across other channels

A Convergence of Customer Relationship Channels

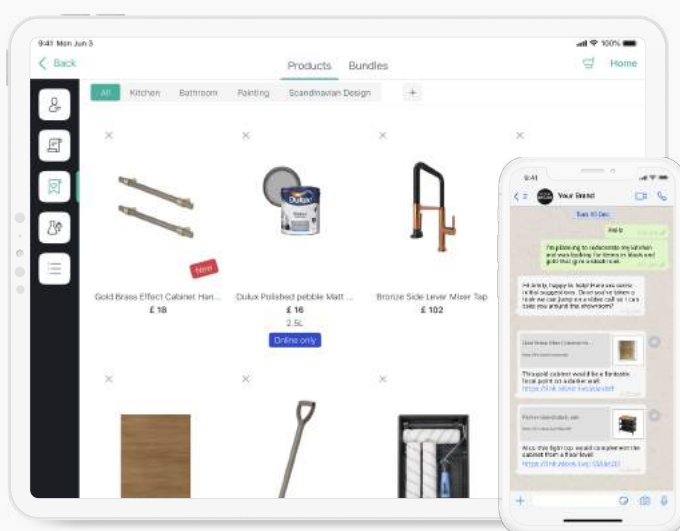
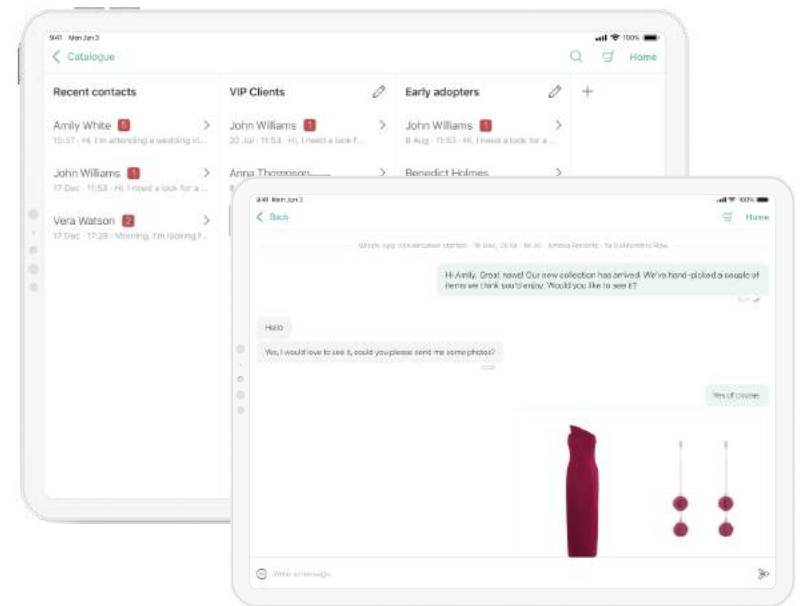


Allow customers to start a conversation with you from your digital channels

Offer ecommerce shoppers, social media browsers and recipients of marketing communications the option to humanise the experience. Display QR codes online, integrate seamlessly with existing chat bots or display links in social media for a customer to launch an immediate WhatsApp conversation, including the option for a video call. Route the conversation to the most appropriate person based on the source and recent active sales staff.

Sales Associates instigate relevant conversations with customers from lists

Leverage insights collected in-store or online to continue the conversation remotely or instigate brand new conversations with customers. Communicate in a timely manner via pre-defined lists (e.g., Birthday, VIP, New Collection), and use a customer's viewed items, sales staff notes, wish lists, purchases and abandoned baskets to start conversations that have a better chance of inciting a response.

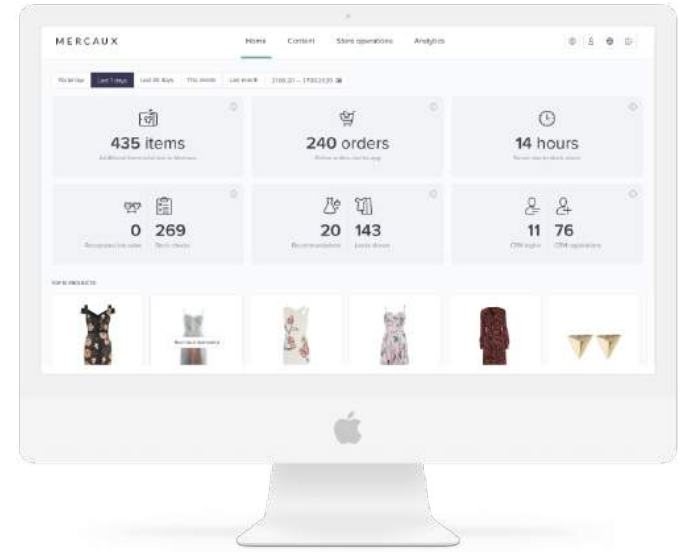


Tailored talking points from 360 Customer View & content from Assisted Selling Solution

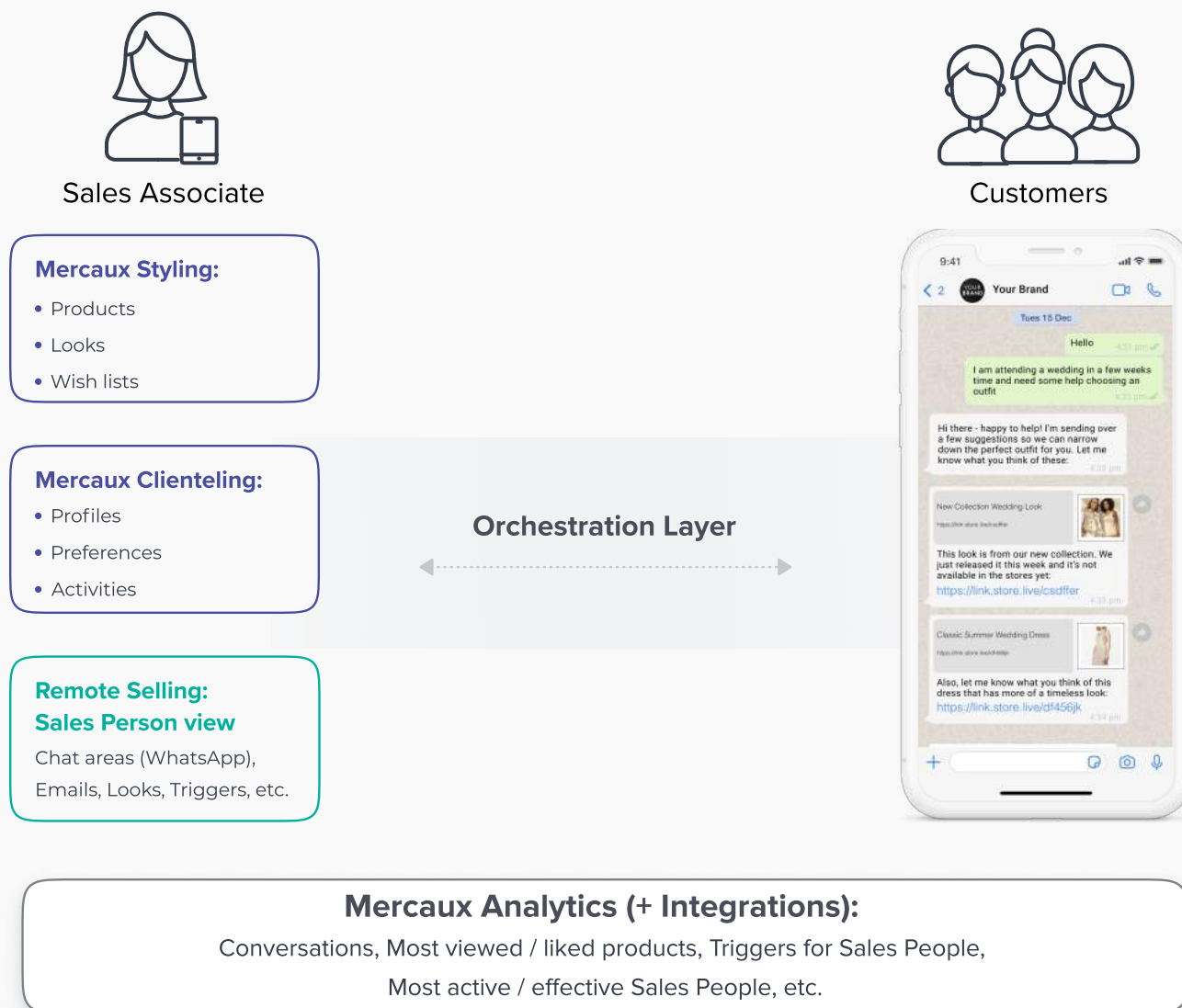
Integration with Mercaux's Clienteling solution provides Sales Associates with a 360-degree view of the customer's previous engagement with your brand so the conversation can be tailored to their specific profile. Further integration with Mercaux's Assisted Selling solution allows Store Associates to easily share products, styles or (in the case of DIY) designs with the customer.

Monitor and Measure every Conversation

Every conversation is saved to the customer's profile in the Clienteling App for future Sales Associates to refer to in follow up conversations, or HQ Teams to monitor staff performance. Specific interactions within the conversation, such as 'liked' products, are also recorded on the customer's profile and available for HQ Teams to report on from within Mercaux's Analytics Platform.

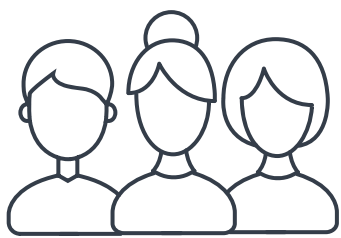


How it works: Mercaux's Solutions seamlessly integrate together and capture unique insights



Proven Benefits of Remote Selling

Remote Selling is a proven and effective way to improve conversion, increase average order value and drive customer lifetime value



Customers

+40%

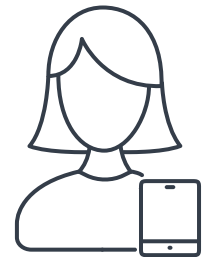
Average Increase in
Order Value

+25%

Average Increase in
Conversion

60%

Of conversions relate
to Sizing & Fit



Sales Associate

Try it out for yourself



Step 1:

Scan this barcode to access the
demo QR Web App:



5054236392120

Step 2:

After after accessing the QR Web Ap, scan
this barcode to view product description
and availability of a single item

If you would like to speak to one of the team about
deploying the App in your stores, please click here:

[Click here to Contact Mercaux](#)