

# Unlock the In-Store Data Black Box

Deliver a superior in-store shopping experience by utilising customer, staff and product data



**Customer Behaviour** reveals what is being requested in-store



**Staff Performance** reveals how staff are selling in-store

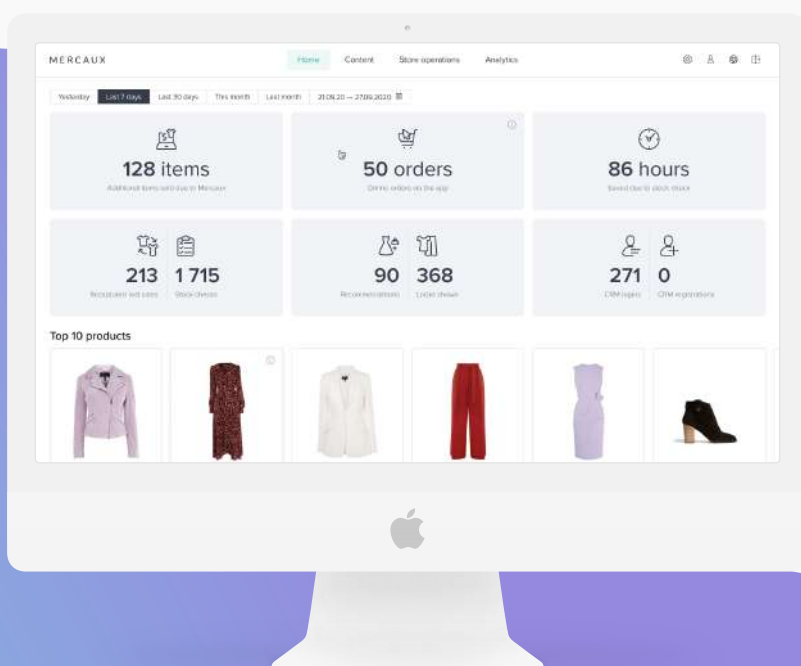


**Product Interest** reveals popularity prior to a sale (or not)

**Without in-store data, you are unable to identify the behaviours that are causing lost sales**



## Customer Behaviour

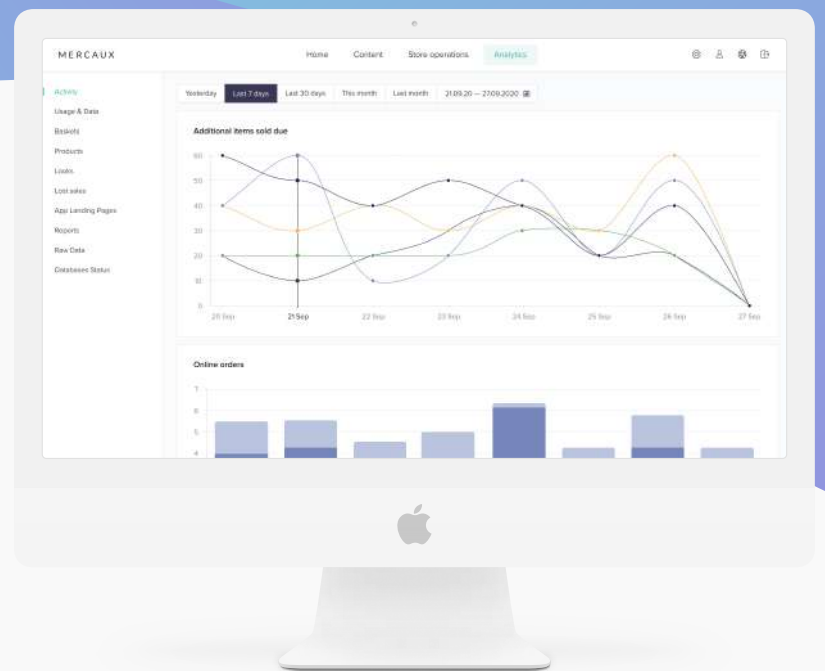


### Actionable In-store Customer Behaviour

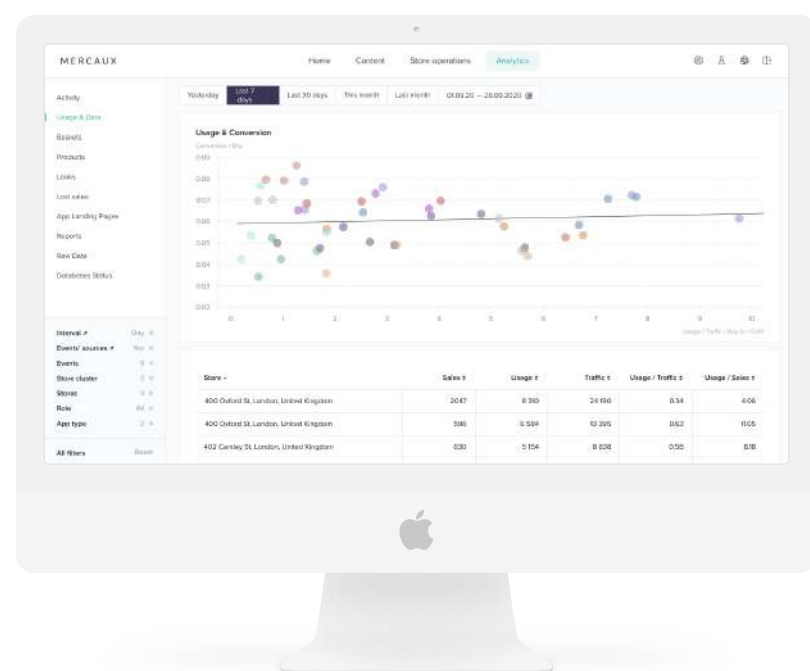
Understand what your customers are requesting most for in-store by analysing search terms and product requests when they approach staff for help.

## Analyse Individual Customer Behaviour from your CRM System

Track engagement with your loyal customers to reveal their preferences and behaviours to use in future sales, marketing and promotional activities.



## Staff Performance



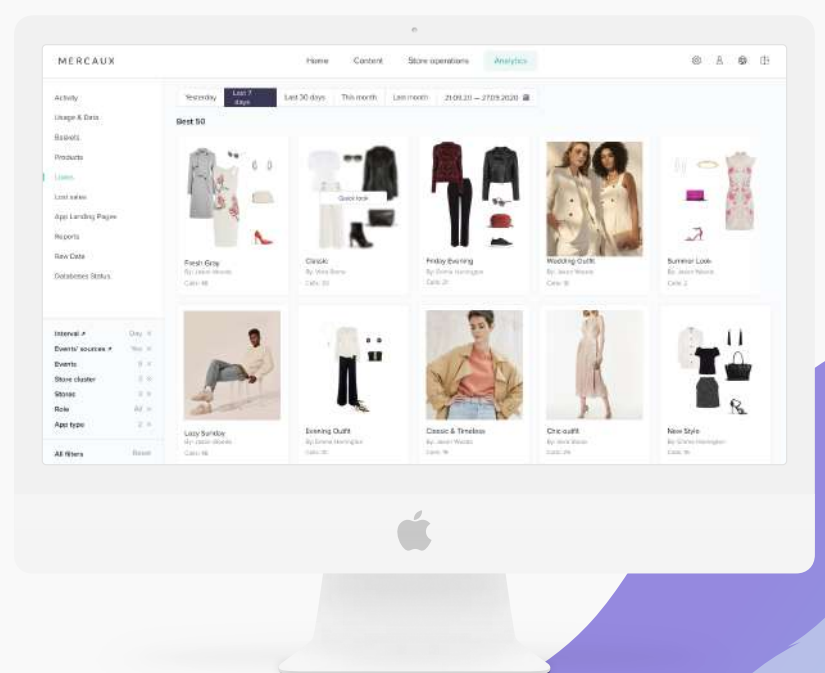
## Understand Sales Associate Engagement with Customers

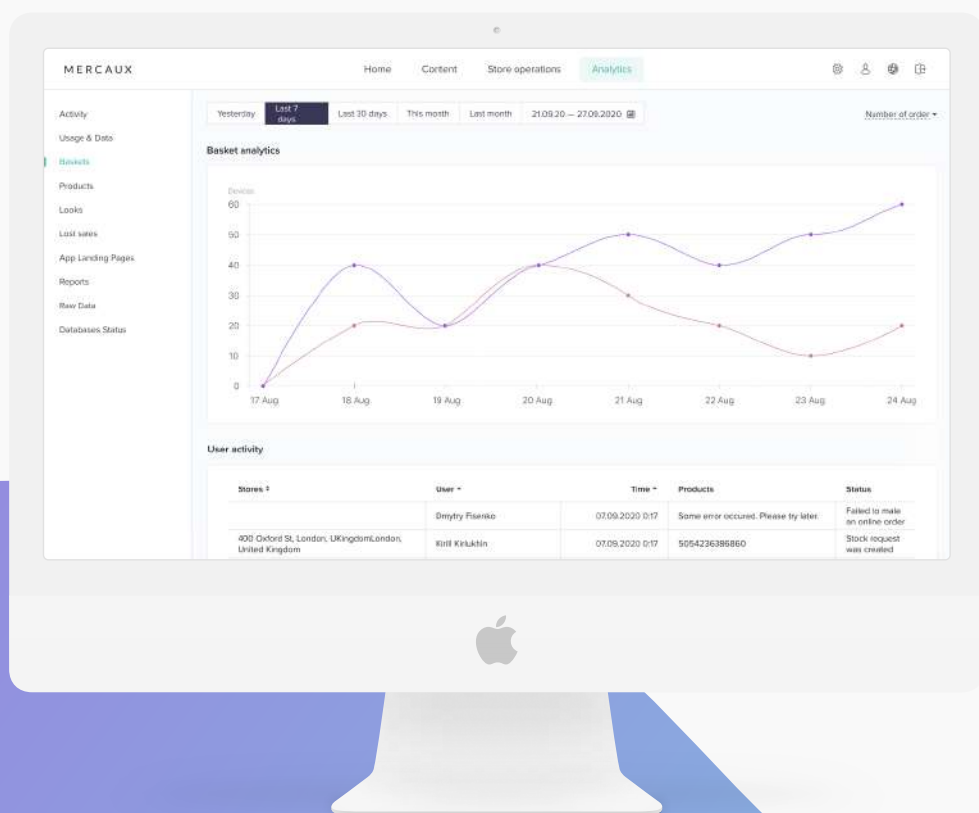
Reveal how your staff are interacting with customers. Match their usage of the App with sales data to reveal impact of Mercaux on sales. Track usage of the App (broken down by store) to ensure a good adoption level is being achieved.

## Product Interest

### Popular Products and Lost Sales

View the most popular products browsed in-store and understand instances where you lost sales due to lack of inventory.





## Analyse Your In-Store Performance in One Centralised HQ Platform

## Analyse Individual Customer Behaviour from your CRM System

Track engagement with your loyal customers to reveal their preferences and behaviours to use in future sales, marketing and promotional activities.



If you'd like to learn more about our  
Connected Insights Solution, schedule a demo:

[Demo Request](#)