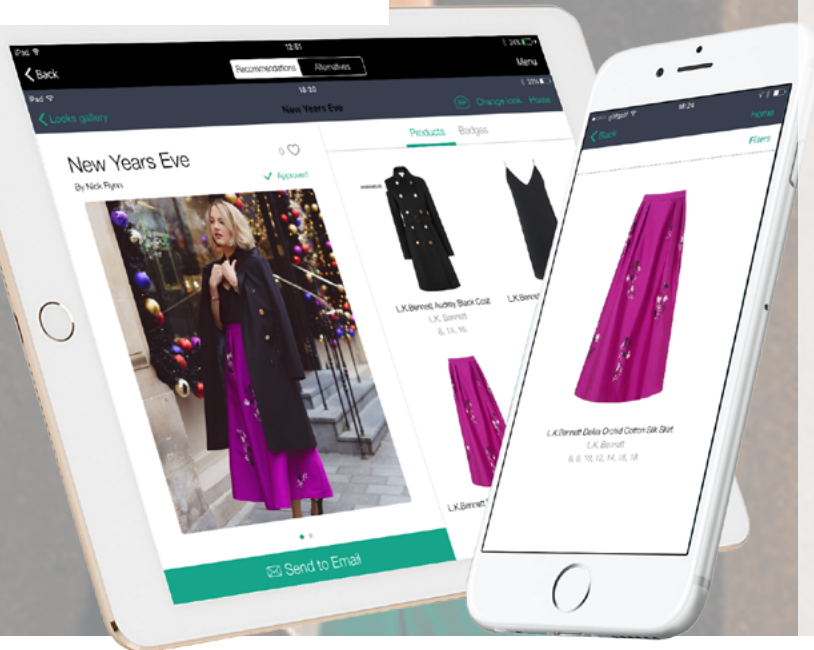


L.K.Bennett  
London



MERCAUX

## L.K.Bennett: Delivering a unique and personalised shopping experience

L.K. Bennett wanted to turn their Stores into Style&Service destinations to provide customers with a personal shopping experience.

### Solution

Sales associates are empowered by the Mercaux tablet app with trending outfit suggestions, product and cross-sell recommendations, and “order online” capabilities. The app also allows sales people to build their own outfits helping them to express themselves and leverage customer insights.

### Results

- **Improved in-store customer experience**
- **High Sales staff involvement into content building**
- **Real-time communication between HQs and Stores**

Want to know more? Visit [Mercaux.com](http://Mercaux.com) and request a demo  
Email at [info@mercaux.com](mailto:info@mercaux.com) for more information