

UNITED COLORS
OF BENETTON.

MERCAUX

Benetton: Double digit uplift in Store sales

Benetton wanted to increase in-store sales and improve customer experience by helping Sales staff become more knowledgeable and effective.

Solution

Tablets and iPods with the Mercaux app provided Sales staff with real-time stock information, cross-sell, alternatives, and full outfit suggestions helping them to serve customers faster & more efficiently. Additionally, the App provided stores with real-time visual merchandising and operational guidelines from HQs.

Results

- **8-14% uplift in sales within the first month after the launch**
- **Fast app adoption by Store staff**
- **Streamlined and simplified store operations**

Want to know more? Visit Mercaux.com and request a demo
Email at info@mercaux.com for more information