

# Local Startup Launched to Help Australian Retailers Fight Against Amazon

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Brauz, created and developed in Melbourne, to help local retailers survive the impending arrival of Amazon. The technology provides personalised shopping experiences in-store and online, increasing customer engagement.

Melbourne, 21 March 2017 – Brauz is proud to announce the successful launch of their app, which is now available for download on iOS. Retailers can now establish instant personal connections and create stronger engagement with customers.

The Australian retail market is experiencing a serious shift. With the announced arrival of Amazon and high levels of store closures, it's become clear that only stores who shift their focus towards customer experience will survive. The key is in understanding a customer controls their journey, extending beyond the four walls of retailers' stores.

Brauz founder, Lee Hardham, realised local retailers and brick-and-mortar stores are struggling the most to maintain an online presence and develop a blended customer experience. Brauz' initial technology has helped over 20 independent local designers and fashion labels find a way to reach their customers. Brauz aims to extend its services to all of Melbourne's local shopping strips and beyond.

Lee explains: "We believe that brick and mortar stores are here to stay. Shopping and browsing preferences are constantly evolving, so it's crucial for retailers to use sophisticated, cutting-edge tools. We have built a technology which understands shoppers and their preferences, and gives retailers the tools to tailor that experience to an individual shopper."

The more a shopper interacts with Brauz, the more personalised their online and offline shopping experience becomes. This enables retailers to better connect with each customer, using individualised messaging and tailored notifications to fit each customer's style and schedule.

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