



Empowering Shop-floor Engagement:

Mömax Enhances Customer Support with Linistry's Sales Caller Solution

CASE STUDY



"One of Mömax's most positive experiences was seeing initial skepticism turn into success. With minor adjustments and clear communication, Linistry's system became a trusted part of our daily operations." – Dániel Németh, Sales Manager at Mömax.

Company size

1100 employees (in Hungary)

Problem

- ▶ Customer frustration with searching for staff when needing help

Solution

- ▶ Linistry Sales Caller

Executive Summary

Mömax, a leading furniture and home décor retailer, partnered with Linistry to implement a real-time Sales Caller solution across its Hungarian stores. The goal was clear: empower customers to request assistance without chasing staff, and ensure no visitors leave without support. The result? A faster, more responsive, and customer-centric shopping experience – powered by smart, simple technology.

About the Client

Mömax Hungary, operated by MMXH Lakberendezési Ltd., is part of the international XXXLutz brand offering stylish, eco-conscious furniture and home accessories at affordable prices. Mömax stores are known for their trend-forward layouts, inspirational room setups, and commitment to making home design accessible and enjoyable for all.



Challenges

Before Linistry, Mömax had no digital system to connect customers with sales associates. Key challenges included:

- ▶ Customers were unable to easily reach staff when needing help
- ▶ Lost sales opportunities due to a lack of staff visibility
- ▶ Lack of visibility into customer support needs

Customer feedback triggered the need for change – Mömax wanted a solution that would allow shoppers to request assistance effortlessly, without searching for staff across the store.

The Solution

Mömax selected **Linistry’s Retail Staff Caller** for its:

Supportive and collaborative implementation approach

Customizable workflows tailored to each store’s needs

Transparent and easy-to-use interface for both staff and customers

The system allows customers to signal for help via multiple channels – SMS, email , or in-app –making it adaptable to different store environments. While staff onboarding took time, customers quickly embraced the new tool.



A shopper browsing furniture signals for help via app. Within minutes, a sales associate arrives—no wandering, no frustration.

Results

Improved conversion, reduced churn

Linistry’s Sales Caller solution delivered measurable impact for Mömax:

- ▶ Over **200 customer requests per month processed** via the system
- ▶ Faster response times to customer inquiries
- ▶ Reduced walkouts without purchase and improved in-store engagement
- ▶ A reliable alternative to contactless shopping, ensuring every visitor feels valued.

“I’d highlight the trust and Linistry’s commitment to delivering the best solution for both our business and our customers. The combination of a reliable system and a dedicated support team made Linistry a partner worth recommending.” – concludes Mr. Németh, the Sales Manager at Mömax.

About Linistry

We develop highly customizable, SaaS-based customer journey solutions that go beyond traditional queue management and appointment booking. Our focus is on transforming these processes into strategic tools that drive sales and enhance customer experience. Linistry helps store networks increase conversion rates by seamlessly integrating digital and physical touchpoints.