

How to turn in store appointments into a personalized event



Breitling is a Swiss luxury watchmaker based in Grenchen, Switzerland, founded in 1884. It specializes in technical watches, and is a world leader in innovation. Breitling has over 100 retail locations around the world.

The 55 engagement covers different data enablement projects in the customer relationship and customer experience space. This goes from use case selection, implementation and project roll out.

THE CHALLENGE

In the luxury industry, transactions mostly occur in brick and mortar but, in the vast majority of cases, decisions are made online. A visit in a boutique is the final stage of the customer journey. Breitling aimed at tailoring offline interactions to each user, using its first-party data to redefine the experience in boutiques.

THE SOLUTION

55 has implemented an enriched in-store appointment system, combining CRM and Webanalytics data. An automated segmentation has been put in place. 15 relevant indicators describing the visitor are compiled into a PDF sent to the boutique's staff members prior to each appointment. We used Big Query for the data repository, Compute engine to run the machine learning and pdf generation code.

THE RESULTS

Whenever a user books an appointment in a Breitling-owned boutique, the boutique staff receives detailed information including his/her past online interactions and CRM touchpoints. In June 2020, 50% of the traffic in the Paris boutique were generated by the Boutique appointment feature. This successful process is to be rolled out to independent resellers.

50 %

of the boutique appointments were booked online and made it possible to customize the boutique visit experience and build a relationship with each and every customer.

THE PLATFORM

Google Cloud Platform

