

Bring online data at the service of in-store experience, with enriched appointment system

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To improve brand experience using data, you must think like a customer. For customers, channel logic doesn't exist - they think of the brand and product, and nothing else.

Antonio Carriero
Chief Digital & Technology Officer
from Breitling



Breitling is a Swiss luxury watch brand founded in 1884. It specializes in technical watches, and is a world leader in innovation. The brand has over 100 retail locations around the world.

CHALLENGE

Make every interaction a customized brand experience

For luxury brands, conversions are primarily made in person - even though the decision-making process takes place mostly online. Arriving in-store is the final step in the process.

Breitling wanted to improve the customer in-store experience by leveraging data

APPROACH

fifty-five implemented an enriched in-store appointment system on Breitling's e-commerce site:

- Data reconciliation from the CRM database with browsing data from Google Analytics
- PDF creation for each appointment with the reconciled data
- Making the PDF available on the app used in-store by sales teams

RESULTS

Immediate adoption by the sales team which allowed the personalization of customer experience until the last step of the journey

50 %

of the Paris Breitling boutique traffic was driven by enriched appointment system in June 2020.

Want to learn more?

Visit teahouse.tech for more details about implementing an enriched in-store appointment system.

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