



Press kit

Context

Watches are living products that is constantly in motion and must be serviced every 5 to 6 years. The after-sales service is responsible for maintaining, checking and repairing watches. This service ensures the watch's longevity and maintains its intrinsic value over time. For the brands, it is a precious tool for building customer loyalty.

Paradoxically, only the major watch manufacturers operate internal service center networks. The other brands have to rely on independent partners where quality levels, both in terms of infrastructure, equipment and technical skills, are very uneven and on which they have little or no visibility on the level of service provided to customers.

After-sales service can represent 5 to 10% of a watch brand's turnover. The continued growth of the watch industry, combined with changing distribution models and increased customer expectations, will increase the need for efficient and quality after-sales services in the future.

SAVinsight SA

SAVinsight SA is a unique company founded in June 2021 in Auvernier (NE), Switzerland. Bringing together specialized skills, the SAVinsight team has a perfect knowledge of the watch industry and all have international experience. Consequently, the company is in a position to offer unique, innovative and personalized solutions.

The company will assist watch brands of all sizes and ranges in the management and optimization of their after-sales service in three main areas:

- **International service center network**

Consisting of certified partners, the SAVinsight international service center network will be made available to watchmaking customers to ensure the after-sales service of their products. This network, currently in the set-up process, will provide advanced technical skills, a high-level of service and cover the main international watchmaking markets.

This structure will help client brands preserve their image and reputation by improving customer satisfaction and loyalty through an unparalleled level of service.

- **Digital management platform**

SAVinsight has developed a scalable web-based solution for managing after-sales services called SAM (Service Activity Management). This unique digital platform lets the user capture, share and/or monitor information related to service operations. It guarantees a 360° view in real time of after-sales service activity, as well as product quality and the service centers' performance level. This tool is intuitive, using a simple interface based on the latest digital technologies. The use of SAM is obligatory for all members of the SAVinsight certified service center network and is also available for any service center wishing to optimize the daily management of its after-sales service.

- **Consulting, support, and training**

SAVinsight offers its expertise to brands, service centers and retailers / points of sales that have an after-sales service department. Its team intervenes as an external consultant, both at the global organization level and individually at each of the network service centers. The team also deals with matters related to customer experience. Improvement measures are proposed, together with personalized support. SAVinsight also offers technical training for after-sales service specialists as well as audits and certification tailored to specific brand requests and needs.

For watchmaking clients, the advantage of working with SAVinsight will not only be to increase the efficiency of their after-sales service, but also to turn it into a marketing and loyalty tool that will ultimately allow them to improve customer satisfaction and increase sales opportunities.

SAVinsight People

Roland Hirschi (CEO and co-founder) has worked for more than 20 years in the watch industry, mainly in the field of international after-sales service and customer experience, professional training and product quality. His vast professional network and expertise in the watch industry facilitates relationships with potential clients who he will accompany throughout the improvement process.

Stéphane Wiget (CTO and co-founder) has more than 20 years' experience in the digital sector in general and, in particular, in ERP. He developed the SAM (Service Activity Management) platform for SAVinsight and will oversee its evolution.

Jean-Marc Challandes (technical manager) has been a master watchmaker and trainer for 25 years. He has been responsible for the training and technical support of a major watch brand at the international level. He is responsible for making technical evaluations, service center certification and training.

Objectives

SAVinsight clearly intends to position itself as the international reference partner for watch brands in the field of after-sales service.

In the medium term, SAVinsight will train, consolidate and certify a network of at least 35 watch service centers worldwide, covering the most important markets for the Swiss watch industry such as Asia, China, the Middle East, the USA and Europe.

Furthermore, the company will also make its SAM management platform available to all after-sales service centers wishing to use it, thereby making it an essential tool in the digital management of after-sales services.

Contacts

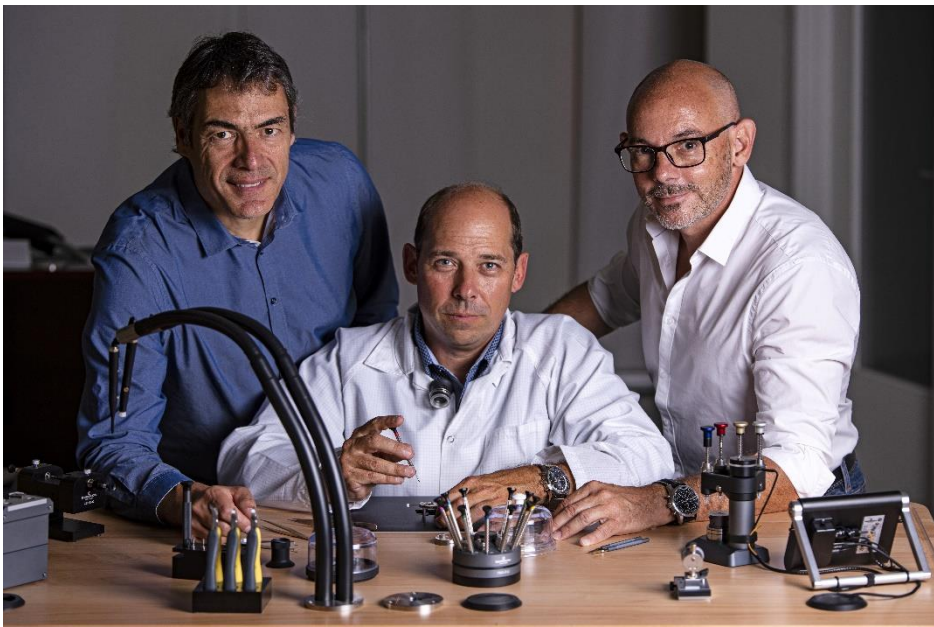
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The SAVinsight team, from left to right: Stéphane Wiget (CTO), Jean-Marc Challandes (Technical manager) and Roland Hirschi (CEO). (Photo tripack.ch)