

SAVinsight revolutionizes watchmaking after-sales services

The unique Neuchâtel-based start-up, SAVinsight, helps watch brands optimize their after-sales service. To do so, the company will offer its own international network of service centers, a specially developed digital management platform, as well as its consulting and training expertise.

Revolutionizing the organization of after-sales service for watch brands is the Neuchâtel-based start-up's aim, which offers new services in terms of after-sales service management.

An international network of service centers

SAVinsight will mainly manage its activities through an international network of service centers. This network, currently in the set-up process, will be offered to watchmaking clients to ensure the after-sales service of their products.

Generally, only the major watch manufacturers operate internal service center networks. The other brands have to rely on independent service centers where quality levels are often very uneven and on which they have little or no visibility.

Comprised exclusively of certified partners, the SAVinsight network will provide advanced technical skills and a high-level of service including real-time visibility of all activities. The long-term objective is to collaborate with at least 35 service centers in different countries which cover the main international watchmaking markets.

A digital platform

Another area in which SAVinsight operates is through its digital platform for after-sales service management. SAM (Service Activity Management) is a unique scalable web-based solution that allows for the capture, sharing and monitoring of information related to service operations. It provides a 360° view in real time of the service centers' activity, product quality or service performance. The SAM solution can be used not only by SAVinsight brand clients and its service center network but also by service centers outside the SAVinsight network who want to improve the daily management of their service activities.

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 a consultant, at the global organization level, at each of the network service centers or regarding customer experience. Optimization measures are proposed, with personalized support. SAVinsight also offers technical training for after-sales service specialists as well as audits and certifications tailored to specific brand requests and needs.

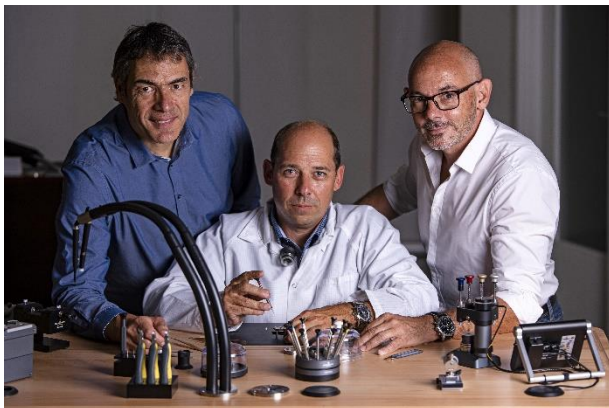
Entrepreneurs from Neuchâtel, cradle of the watch industry

Based in Auvernier, Switzerland, the young company was founded in 2021 by two entrepreneurs from Neuchâtel. Roland Hirschi (CEO) 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. Stéphane Wiget (CTO) has more than 20 years' experience in the digital sector in general and, in particular, in ERP. He developed the SAM management platform. The two founders are now assisted by Jean-Marc Challandes (technical manager). Being a master watchmaker and trainer, he will technically evaluate members of the SAVinsight service center network and will be responsible for both technical training and service center certification.

A growing market

Bringing together specialized skills, this start-up team has a perfect knowledge of the watch industry and all have international experience in this area. Consequently, the company can offer unique, innovative and personalized solutions. In the long term, SAVinsight intends to become the Swiss watch industry's preferred partner for after-sales services.

It is estimated that a watch needs to be serviced every 5 to 6 years. Given the growth and changes that the watch industry has experienced for decades, the need for after-sales service will increase. This is a clear advantage for the young Neuchâtel-based company.



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

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