

SAVinsight, a new way of approaching after-sales service for watchmaking

One year following its launch, the Neuchâtel-based start-up SAVinsight is well on its way to achieving its objectives. This unique company helps watch brands optimize their after-sales service by providing them with access to its international network of certified service centers, its digital management platform and its consulting services expertise.

One year following its launch, the Neuchâtel-based start-up SAVinsight, which aims to revolutionize the organization of after-sales service for watch brands, is well on the way to achieving its objectives. SAVinsight operates primarily through its international network of certified service centers. In just a few months, partnerships in Spain, France, USA, Japan and Argentina have been established. « *We are making progress, demonstrating that our model clearly meets a real need. We continue to consolidate our network and in 2023 we should see strong growth* », explains Roland Hirschi, CEO of the company. Another example of particular relevance is its approach to China, where the majority of smaller watch and jewellery brands face major challenges: SAVinsight will announce the opening of its own 360-degree service facility in Shanghai, China, at the beginning of 2023, in a joint-venture with C. Melchers GmbH & Co., a well-established name for luxury watch distribution in Asia. At the same time, discussions are being held with service centers in Italy, Mexico, South America and the Middle East, to name a few.

Watch brands are following

The creation of the network of after-sales service centers is a first step to convincing watch brands to use this network to ensure the after-sales service of their products. Three renowned Swiss watch manufacturers have already decided to put their trust in SAVinsight by using its services. In addition, emerging brands such as ID Watch use SAVinsight to structure their after-sales service and provide a quality and proximity service to their customers. Other brands will join in the coming months.

A digital platform

Another axis in the development of SAVinsight's activities is the creation of a digital platform for service management. The SAM (Service Activity Management) tool is a modular web solution, unique in its kind, which allows the capture, sharing and monitoring of information related to service operations. It provides a 360° view in real time of the after-sales service activity, product quality and/or service center performance. « *It took only a few months of use for our partners' key performance indicators to improve significantly* », explains Stéphane Wiget, CTO of the company.

Enriched with a CRM module, SAM is used by SAVinsight network members and is also proposed to any service center wishing to enjoy the benefits of this tool.



A growing market

Bringing together specialized skills, the start-up also has a perfect knowledge of the watchmaking industry and an international experience. SAVinsight has also established a partnership with the specialist in watchmaking tools, Bergeon SA, which provides for the exchange of services, know-how and skills. In the long term, SAVinsight clearly intends to position itself as the international reference partner for watch brands and independent service centers in the field of after-sales service.

Entrepreneurs from Neuchâtel

Based in Auvernier (NE), 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 of experience in the digital sector in general and ERP in particular. He has developed the SAM management platform. The two founders are assisted by **Jean-Marc Challandes** (technical manager). Watchmaker and trainer, he technically evaluates the members of the SAVinsight network, is responsible for training and technical support as well as certifications. This small team works in open collaboration with independent external partners, such as **Irène Donzé** for project management, **Jane Schurtz-Taylor** for legal aspects and **Patrick Di Lenardo** for media and communication.

Contacts: <https://www.savinsight.com>

Roland Hirschi: +41 79 234 56 10

Stéphane Wiget: +41 79 756 33 33