



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 their 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 Auvornier (NE), Switzerland. Bringing together specialized skills and expertise in the watchmaking industry along with international experience, this start-up offers unique, innovative, and personalized solutions.

The company is the partner for watch brands and service centers of all sizes and ranges, offering unparalleled services in managing and optimizing their after-sales service operations around three main axes:

- **International service center network**

Consisting of certified partners, the SAVinsight international service center network is available to watchmaking customers to ensure the after-sales service of their products. Continuously expanding, this network offers cutting-edge technical skills and high-level services. It aims to cover the main international watchmaking markets.

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

The certified centers and members of the network benefit from SAVinsight's expertise to optimize their organization and their processes, allowing them to gain visibility and credibility.



- **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 enables the input, sharing and tracking of information related to service operations. Acting as a comprehensive control tool, the platform provides a real-time, 360-degree view of the after-sales service activity, as well as product quality and service center performance. The tool is designed to be user-friendly, featuring a simple interface built on cutting-edge digital technologies. The use of SAM is mandatory for all members of the SAVinsight certified service center network and is also available to any service center seeking to optimize its daily after-sales service management.

- **Consulting, support, and training**

SAVinsight extends its expertise to brands, service centers, and retailers/points of sales equipped with an after-sales service department. Acting as an external consultant, the SAVinsight team provides comprehensive support, addressing both the overall organizational aspects and individual requirements of each service center. Additionally, the team handles customer experience-related matters. Proposed improvement measures are accompanied by personalized support to ensure effective implementation. Moreover, SAVinsight offers technical training for after-sales service specialists and conducts audits and certifications tailored to meet specific brand requests and needs.

For watch brands, 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.

As for the service centers, they will find at SAVinsight a business expertise and powerful management tools to optimize their operation and meet the needs of the most demanding brands.

SAVinsight People

Roland Hirschi (CEO and co-founder) has been working in the watch industry for over 20 years, primarily in the area of international after-sales service and customer experience, professional training and product quality. His extensive professional network and domain expertise enable him to connect with potential clients and support them in their continuous improvement initiatives.

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 oversees 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 at the international level of a major watch brand. He is in charge of technical assessments, service center certification, and training.

Objectives

Specialized expertise, a deep understanding of the watchmaking industry, and international experience give SAVinsight a comprehensive vision of after-sales service needs, enabling the company to provide unique, innovative, and personalized solutions.

In this context, SAVinsight clearly positions itself as the preferred partner for watch brands and independent service centers in the international after-sales service domain.

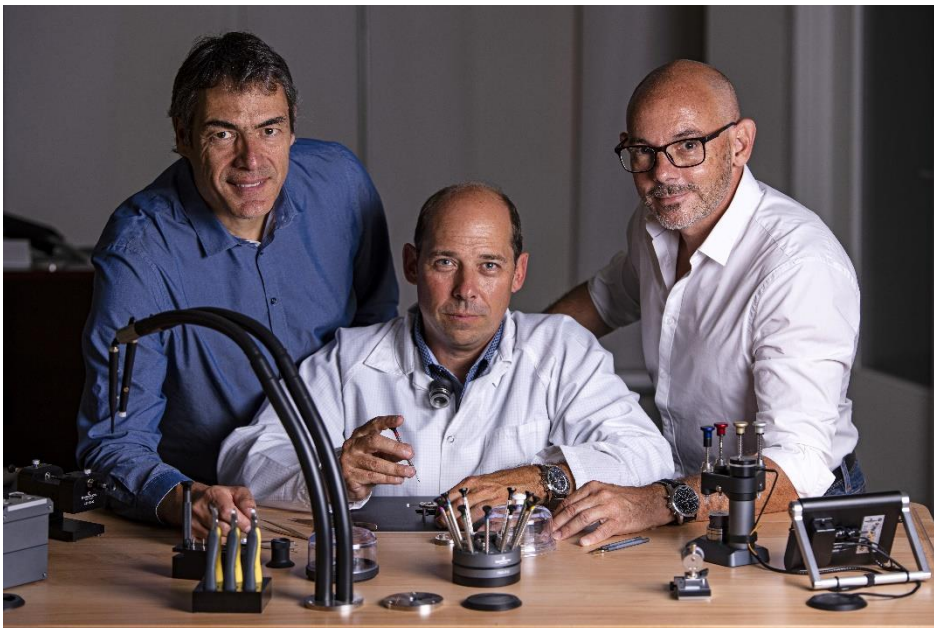
In the medium term, SAVinsight aims to train, strengthen, and certify a network of about thirty independent service centers worldwide, focusing primarily on significant markets for the Swiss watch industry, such as Asia, China, the Middle East, the USA, and Europe.

To learn more about SAVinsight and its activities, feel free to follow its updates on LinkedIn or visit its website.



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)