

JEWELRY

## Jaeger-LeCoultre brings counter service to Facebook with chatbot

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*Jaeger-LeCoultre Master Memovow timepiece*

By BRIELLE JAEKEL

Swiss watchmaker Jaeger-LeCoultre is stepping away from typical luxury watch manufacturer strategy with an innovative experience that introduces a chatbot to Facebook followers as an out-of-store associate.

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Interested customers on Facebook can now interact with Jaeger-LeCoultre to find the perfect watch for them. The chatbot recommends suitable watches based on users' responses to questions, a strategy that greatly differs from traditional watch brands that usually rely on their name to carry them.

"I think it's particularly clever for a watch brand to be invested in creating new ways to help people save time," said Ashley Connors, group planning director at [Strawberry Frog](#). "That is what this idea does so well.

"It takes away extra, time-consuming steps on the path to purchase," she said. "This chatbot makes it as easy as possible to search, find and buy their product.

"In a nutshell, this innovation convinces me that Jaeger-LeCoultre knows the true value of what a watch is all about time. By making it beyond easy and quick to complete the entire shopping experience, you minimize the risk of losing this valuable customer."

Ms. Connors is not affiliated with [Jaeger-LeCoultre](#), but agreed to comment as an industry expert. [Jaeger-LeCoultre](#) was reached for comment.

### Innovative watch marketing

Inviting consumers to join through a post on Instagram, Jaeger-LeCoultre is hoping loyal followers will interact with its chatbot to find the perfect watch. Users can access the watchmaker's official Facebook page and select message to talk to the chatbot.

The chatbot gives individuals a selection of actions such as Find a Watch, Find a Strap or Other. Users can click on the prompts, which will automatically send the message, or type it themselves.

For customers looking for watch recommendations, Jaeger-LeCoultre then asks if he or she is shopping for a man or

a woman, then a timeless round style or the iconic Reverso design. The chatbot then provides a selection of products that match what the consumer is interested in without having to leave the chat.

Customers will then have a choice of selecting of Try the Watch, Call a concierge or Buy Online. Each choice will bring users to its respective page on the Jaeger-LeCoultre Web site.



Meet us in messenger and ask the Jaeger-LeCoultre Chatbot to find the watch in your own image: link in bio.  
#JaegerLeCoultre #Chatbot

A video posted by Jaeger-LeCoultre (@jaegerlecoultre) on Nov 25, 2016 at 4:56am PST

The watchmaker's post on Instagram is ushering in users by walking them through the process. The video shows how to start the conversation and search for a watch.

Users that select "Other" will also be able to get the catalog and contact the brand right within the chat as well. The experience drives personalization and saves time for consumers.

Modern day marketing

Jaeger-LeCoultre is taking a big innovative step. However, many luxury watch manufacturers stray away from

innovative marketing tactics and rely on their big brand names.

The swiss watchmaker also took on another modern, technology-based tactic and responded to the growing need for transparency in luxury with an Ask Me Anything Session on Reddit.

On Dec. 6, CEO Daniel Riedo joined the message board platform on the self-titled "front page of the Internet," answering users' questions about everything from running the brand to his personal preferences in watches. While not a social network that many luxury brands have embraced, Reddit has an established community of watch enthusiasts who gather in a subreddit on the topic, giving Jaeger-LeCoultre a built-in audience for its event ([see more](#)).

Jaeger-LeCoultre also took a cinematic tour of New York to fete its initiatives surrounding the New York Film Festival.

As part of its multi-year partnership with the nonprofit Film Society of Lincoln Center begun in 2013, the brand acted as a premium sponsor for the festival running Sept. 30 to Oct. 16. In honor of the 54th edition of the celebration of both American and international filmmakers, Jaeger-LeCoultre embarked on a Snapchat journey through the host city ([see more](#)).

"In terms of concepts, I think it's an interesting approach," said Scott Willson, director of client services of West Coast at [Sandbox](#). "We've seen this sort of B2C interaction with apparel and other tech products, but not as often with luxury goods.

"It seems to me that would be a perfect match, given the crossover demographics of social interaction, technology and luxury brands," he said.

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