

WATCHES AND JEWELRY

Swiss watchmaker IWC Schaffhausen taps Facebook Messenger chatbot for customer communications

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The IWC chatbot by Facebook Messenger is another way to simulate online the in-store customer interaction with a salesperson. Image courtesy of IWC Schaffhausen

By LUXURY DAILY NEWS SERVICE

IWC Schaffhausen and social network Facebook have joined hands to introduce a chatbot for the launch of the Swiss watch brand's latest Portugieser collection.

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The collaboration between IWC, Facebook's Messenger team and Creative Shop is meant to copy the personal experience delivered in an IWC boutique. The virtual one-on-one Messenger chat with a virtual advisor is designed to improve IWC's customer communications.

"Digital development throughout the customer journey is close to our hearts, and it's a commitment which seems more relevant than ever," said Dominic Weir, chief digital officer at IWC Schaffhausen, in a statement.

"It allows us to be here for customers, as we always have been, providing the same high-quality experience they expect," he said.

IWC Schaffhausen is a Richemont-owned brand.



IWC chatbot using Facebook Messenger. Image courtesy of IWC Schaffhausen

Bot's up

Customers using the chatbot will discover IWC's new collection.

In addition to being able to ask for tailor-made recommendations based on their own responses, consumers will see exclusive clips of the latest watches on a model's wrist to give the impression of a digital try-on.

The chatbot platform can also be used to book appointments in one of 10 selected IWC boutiques for a specified date in the future, to contact a concierge directly, buy, or pre-order watches online, the company said.

Live on <https://m.me/IWCwatches>, the chatbot initially runs as a pilot in Switzerland, Germany, France, United Kingdom, Italy, United States and Singapore. It will debut in other territories down the road.

This is not the first collaboration between Schaffhausen, Switzerland-based IWC and Facebook.

Both companies partnered last August on a project to share the Silver Spitfire's expedition with consumers worldwide.

The two brands broadcast jointly and in real-time as the historic spitfire took to the air to begin its record-breaking round-the-world flight.

An audience of more than 200,000 people tuned in to the stream via Facebook's online and mobile platforms. Thousands more watched on digital displays at Paris-CDG Airport.

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