

MULTICHANNEL

## Tourneau reexamines entire digital strategy for increased customer experience

December 16, 2011



By RACHEL LAMB

Watchmaker and retailer Tourneau is upping its digital presence by revamping its Web site and optimizing it for mobile to allow a seamless multichannel experience.

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Tourneau chose to revamp the site for more user-friendly functionality and provide a consistent multichannel experience. The watchmaker's site is now available for tablets and smartphones.

"The main reason for the revamp is because Tourneau timepieces are highly-researched and we want to provide that engagement with [the brand] prior to the purchase," said Donald McNichol, New York-based senior vice president of Tourneau.

"There is now a greater chance for the facilitation and education process for the consumer prior to purchase, in addition to giving the customer multiple vehicles to engage with sales professionals," he said.

The Tourneau site was developed by [Micros-Retail](#), which provides technology and services including point of sale, ecommerce, mobile, loyalty and CRM and order management.

**Tourneau** is a timepiece retailer selling brands such as Tag Heuer, Christian Dior, Chanel, Montblanc, Jaeger-LeCoultre, Patek Philippe, Breitling, Longines and Chopard.

## Face time

This is not the first time that Tourneau has offered ecommerce for its consumers, but it is giving them more of an ability to connect with the brand on multiple levels. The site is found at <http://www.tourneau.com>.



### *Tourneau desktop version*

Consumers can search for watches by brand, style, function, gender and price. They are also able to filter results through exclusives and pre-owned sections.

Choosing a specific watchmaker will bring up a list of branded products. Selecting one takes consumers to an individual product page where they can view the timepiece overview, features and specifications.

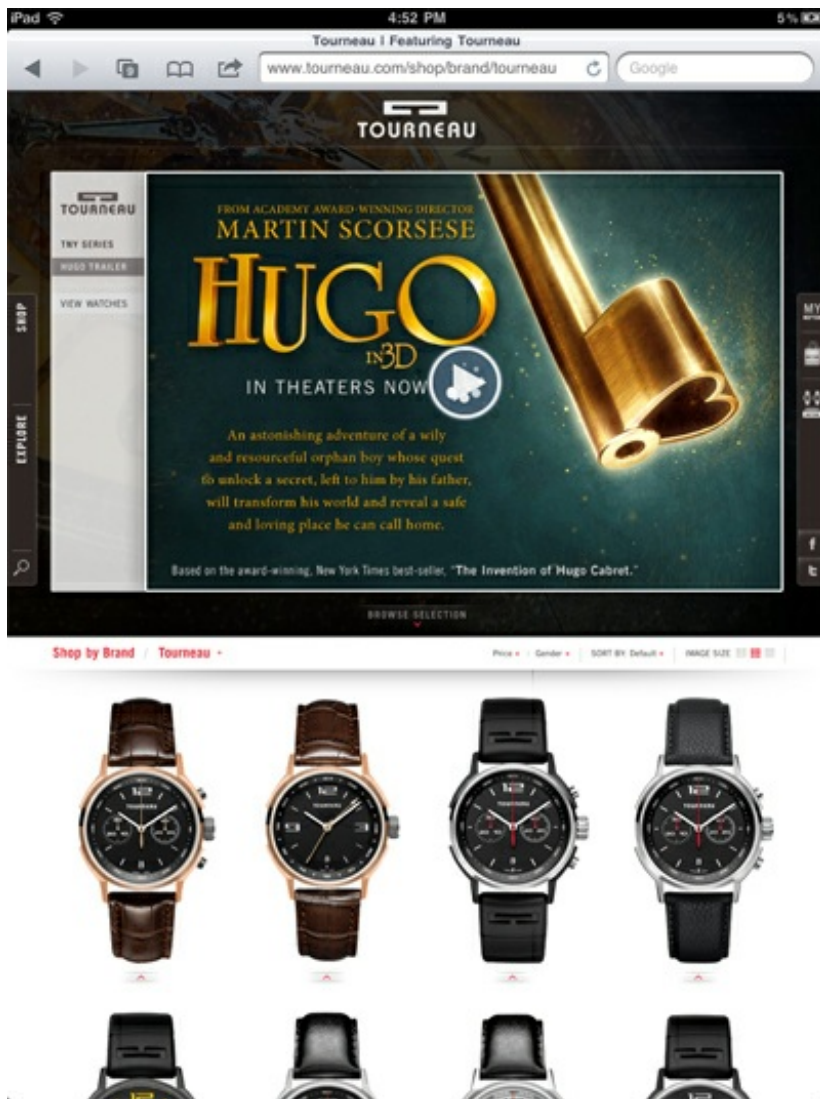
From there, consumers can save the model, find a store that holds the model, schedule an appointment or speak to an expert.

The retailer has links to its Facebook page and Twitter feed in addition to providing consumers with repairs, order tracking, protection plans, service and a schedule of events.

Tourneau also revamped its entire mobile strategy so that consumers can have all of these options no matter what device they are on.

The Tourneau site is agnostic on personal computers, tablets and smartphones.

Consumers can search for watches and connect with brand representatives on every device, but tablet and computer users are offered exclusive videos and editorial content.



*Consumers can watch videos on the tablet version*

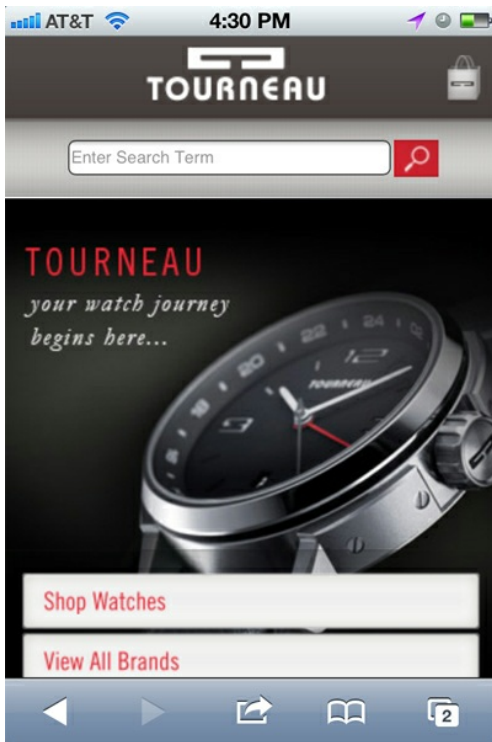
“We did build a mobile environment for the smartphone that is more utilitarian-based to get them in action rather than browsing,” Mr. McNichol said. “You won’t get editorial on the smartphone, but you’ll be able to engage with customer service and schedule an in-store appointment.”

Multiple choices

With luxury marketers moving steadily into the digital field, experts believe that a multichannel approach is not only a good idea, but a necessity.

In fact, there is no “best” way to find customers. It all depends on the brand and how it relates to them ([see story](#)).

The fact that Tourneau developed sites for computers and mobile devices is digitally-savvy, but the fact that it took extra consideration to diversify its smartphone and tablet versions was also a good call.



### *Tourneau smartphone version*

Tourneau took steps to ensure that the experience on each device was seamless, but unique to the platform.

“We are ultimately engaging with the customer and giving them ease of use regardless of purchase or service needs, and we’ll be figuring out the way that the old way of channel conflict is completely integrated,” Mr. McNichol said.

“We’re driving to stores or driving to call and ecommerce is not cannibalizing these processes, but rather making it a richer experience so that consumers can start engaging with the brand before they walk into a store,” he said.

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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