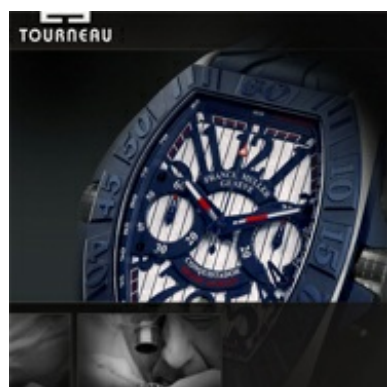


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Tourneau exec: Technology is key communication channel between customers, retailers

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By ERIN SHEA

NEW YORK - A Tourneau executive at Luxury Daily's Luxury FirstLook: Strategy 2013 conference said that all technology should serve as a communication tool between consumers, sales associates and retailers.

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During the "Why Building a Multichannel Strategy is the Path to Long-Term Growth for the No. 1 Luxury Watch Retailer" session, the executive said that technology platforms such as mobile devices, tablets and personal computers are used in different ways and therefore, retailers should tailor their content to the platform in use. Social media is an especially useful platform to engage consumers and drive them to a marketer's Web site.

"We really try to educate the consumer marketplace through our Web site and digital platforms," said Don McNichol, senior vice president of marketing and digital for **Tourneau**, New York.

"We also make sure our sales professionals are up to speed and have the tools necessary to educate the customers," he said.

"Our client and customer experience is the most important."

Understanding technology

Smartphones can be used as an ease-of-engagement tool, but it is not for the full browsing experience such as the iPad or PC, per Mr. McNichol.

Luxury retailers and brands should also be using these technologies in stores to boost the customer experience.

For example, sales associates can engage consumers in-store by showing off products through an iPad without leaving the customer's side.

However, all platforms are important and retailers should be making the most out of what is available.

“Retailers should adapt all systems to assist customers,” Mr. McNichol said. “It is not just the Web site - think of all the touchpoints.”



Mr. McNichol

Social success

Social media can be an especially effective tool to engage with consumers through a digital platform.

Tourneau has pushed successful multichannel campaigns that incorporated digital platforms and social media throughout the past year.

For instance, the retailer boosted its second-annual exhibit of the world's largest mistletoe ball at its New York-based concept store through a multichannel “Kiss Cam” campaign.

Tourneau switched up the theme of its mistletoe campaign in 2012, but stuck with a contest to encourage in-store visits and interactions on a Facebook application. In 2011, Tourneau saw a 30 percent increase in online fans during the mistletoe ball's launch ([see story](#)).

Moreover, the retailer engaged savvy consumers through a social media campaign focused on Daylight Saving Time that resulted in a 44.5 percent increase in traffic to its

Web site.

Facebook and Twitter users were asked to submit their plans for how they would spend their extra hour on Nov. 4 for the chance to win a special men's or women's watch from Tourneau's TNY Series ([see story](#)).

In measuring the value of their social media programs, Mr. McNichol said that Tourneau's social media engagement is measured not by the sales, but by the traffic that is driven from the social media platforms to its Web site.

"We do not spend an inordinate amount of money on social media," Mr. McNichol said. "We measure engagement."

"We do not look at how many sales we get from Facebook," he said. "We look at traffic that is driven from our social media to our Web site."

Final take

Erin Shea, editorial assistant on Luxury Daily, New York