

Watchbox personalizes the retail experience with a true customer 360

Delivering a superb retail experience to customers requires the empowerment of employees with the right insights. When WatchBox started looking for a solution to create a unified and trusted customer view within their Customer Relationship Management (CRM), they found Plauti. The solution consolidates fragmented customer data and empowers client advisors with a unified experience within their CRM instance, enabling them to exceed the expectations of those same customers.

About WatchBox

The world's leading watch house, WatchBox (www.thewatchbox.com) is home to the greatest collection of luxury watches, all certified authentic and Collector Quality. With offices in the United States, Hong Kong, Singapore, Switzerland, and Dubai, their selection is ever-changing with thousands of luxury watches available at any given time.

- Industry: Retail, E-commerce
- Customer since: 2021
- Use case: customer 360, single source of truth, customer data attribution

Suboptimal customer experience

WatchBox is a global company with clients throughout the world. Customer experience and relationships are at the core of their business and are particularly important within the luxury watch space. "Our clients and client advisors build lasting relationships", Ian Swain, Director of Enterprise Products, explains. "Our clients may have an affinity for specific brands or watch styles and understanding that through their previous purchases and interactions allows us to ensure we are providing them the absolute best in recommendations and customer service."

With different contact channels and means to engage with WatchBox, being able to accurately identify the right client with the right information in real-time is essential. Now that Covid-19 has transformed the world, the expectations of accessibility and service have increased even further. "Being able to match those expectations and provide our clients with a consistent experience across their preferred channels is invaluable. It is only possible through accurate real-time data and a strong single source of truth", Ian explains.

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WatchBox's CRM is the definitive hub for individual customer information. However, legacy data migrations and a myriad of channels feeding data to their CRM presented data challenges and a loss of the customer 360.

The main lead generation source for WatchBox is their website. "We have contact forms that are used when a potential customer wants to make an offer on a watch. This form creates a new opportunity within CRM alongside a new Person Account. Furthermore, Facebook and Google lead forms, inbound phone, texting and different marketing integrations capture data channelled to our CRM. And finally, we have end-users creating records with a need to validate data in real-time."

These data challenges had the potential to cause skewed reporting and possible challenges with the customer experience. "WatchBox uses historic customer transactions and other engagement data to curate and personalizes marketing messaging to offer more personalized interactions and foster stronger relationships," Ian explains. Messaging an existing customer with communication meant for new customers and account ownership issues are examples of this.



End-user empowering prevention

Their CRM standard matching rules weren't as robust as WatchBox wanted. Their search for a solution that could unify and create a trusted view of the customer in their CRM led WatchBox to Plauti.

Their first challenge to overcome was to deal with any existing duplicate data. "We did a handful of initial deduplication projects and consolidation jobs. Because we deal with large amounts of data, we used the processing power of our local machines using DC Local, which expedited the process." The search results of those jobs were reviewed manually by teams of employees at first, to get the matching and merging settings modelled. "After finding the sweet spot in the configurations, we added automated functionality to this through auto converting and merging. We utilize auto-merging features regularly with cross-system integrations", Ian Swain explains. This provided immediate value in the first run.

Since then, WatchBox has set up preventative assessments for all data feeding into their CRM. "We have preventative auto-convert jobs that run daily for leads to Person Accounts with different formulas and weightings.

"However, the manual prevention functionality has provided the most user value", Ian explains. "We have put that into our CRM editing standard functionality so that way our team members know if they type matching customer information. This alone prevents many potential challenges." In addition to that, they have deduplication functionality on every record page using a lightning component that allows users to see in the blink of an eye if there are any matching leads or Person Accounts.



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Business growth

Since implementing the duplicate check functionality, the insight of their customers has dramatically increased due to stronger attribution of historic transactions and behaviours. "After using the duplicate check functionality, we were able to more efficiently attribute and consolidate customer buying behaviours and further strengthen our customer relationships," Ian explains. Their segmenting has become much stronger which allows WatchBox to offer a truly personalized experience per individual.

"Since we have been using the duplicate check functionality, we've had business growth month over month. I have no doubt Plauti helped make that possible. It has been invaluable and we're using it more and more. It makes maintaining a single customer view easy."

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Furthermore, a connected experience has been realized.

"Accessibility is paramount to customer service. It is important to us that our clients can engage with their client advisors at the time they need support. This can mean communicating through different channels or even through a different phone number or email - particularly with the abundance of new technology and communication platforms that have launched throughout the past two years. Our clients are now able to do so."

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When asked about any next step, Ian Swain says the following: "We're exploring ways to integrate the platform functionality more and more throughout our ecosystem. We're exploring utilizing API's from MuleSoft, to implement our validation before reaching our CRM."

Any advice for other (online) retailers?

"This platform is great, it has helped WatchBox immensely. I recommend it all the time to other users. The free version is excellent, producing a positive impact immediately. With any technology transformation, migrating platforms often can result in duplicate data which has the potential to impact analytics. Incorporating platforms like the one of Plauti during the migration process removes those challenges significantly."

[Schedule a call](#)



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