

## Case Study

# LUXURY WATCH RETAILER DRIVES OMNICHOMMERCE

### BOOSTS ONLINE CONVERSION 14%, AVERAGE ORDER VALUE 40%

As the preeminent watch authority and retailer in the US, Tourneau needed an omnichannel strategy to bridge its luxury retail experience and new eCommerce destination. They turned to LYONSCG to create a unified retail experience across the buying journey that reflects Tourneau's commitment to quality, luxury, and the craft of watchmaking.

### A TIMELESS SHOPPING EXPERIENCE

To enable omnichannel, LYONSCG merged Tourneau's in-store and online inventory into a single Demandware-based solution. The improved visibility delivers a seamless brand and retail experience at any touchpoint across the globe, enticing shoppers to discover and buy the timepieces they love.

LYONSCG designed an online experience that converts Tourneau.com customers through detailed product information, bold imagery, sleek designs, and educational content that support a confident luxury purchase decision. Those who want to see and feel a timepiece first can book an appointment online, then visit a store to examine the watch and ask questions before buying.

14%

*Rise in online  
conversion rates  
after launch*

113%

*Rise in mobile  
conversion rates  
after launch*

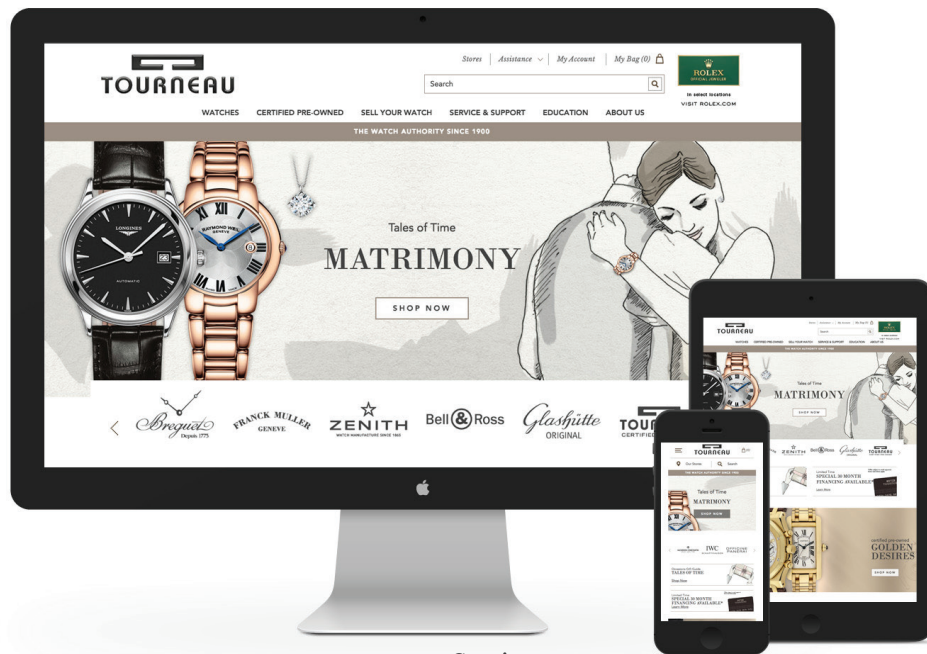
40%

*Increase in  
average order  
value*

75K

*Biggest online  
sale value*

*Tourneau knows that to meet the expectations of serious watch aficionados, they need to be wherever their customers are, and that includes online, in store, and everywhere in between.*



#### Services

DS

Digital  
Strategy

XD

Experience  
Design

EI

eCommerce  
Implementation

AS

Application  
Support

DM

Digital  
Marketing

### INFINITE POSSIBILITIES

For retail customers, LYONSCG enabled the endless aisle by arming Tourneau's associates with tablets. Now, associates can locate highly desirable timepieces for customers available online but not in stores, offering them a wider selection and ensuring Tourneau never loses a sale because of out-of-stock timepieces.

In addition to increased revenue, the endless aisle lets associates maintain their long-standing relationships with affluent shoppers, reinforcing the company's commitment to customer service.

### A LINK TO THE FUTURE

The days of customers visiting Tourneau's website only for research are long gone, evidenced by their biggest online sale yet of \$75,000. LYONSCG's holistic eCommerce approach creates a distinctive blend of digital and physical that enables Tourneau to drive engagement, convert browsers to buyers, and promise quality service both online and off.

As a true omnichannel retailer, Tourneau knows that to meet the expectations of serious watch aficionados, they need to be wherever their customers are, and that includes online, in store, and everywhere in between.

LYONSCG is the industry's premier eCommerce digital agency. LYONSCG crafts world-class digital experiences for online retailers, branded manufacturers, and B2B organizations, leading them through the complex world of online and omnichannel commerce. We offer you technology leadership and design innovation that result in a creative, robust, and increasingly profitable eCommerce website.