

# Case Study swatch



## The Company

Everyone recognizes a Swatch when they see one. There is this simple, yet very recognizable design that makes Swatch stand out from all other brands. The company is part of The Swatch Group, which owns other successful brands such as Tissot and Omega. Founded in 1983 by Nicolas Hayek, The Swatch Group is now the largest watch company in the world.



## The Problem

Fadi Rajab, US Operations Manager at The Swatch Group, was looking for more reliable insights for the Swatch US stores. One main aspect that was desired for years was the need for personalized and responsive support. For Swatch US, it is crucial to monitor essential KPIs in real-time to be able to react fast. As a result, the Swiss company was on the lookout for a new traffic counting provider that would meet these criteria.

*“We were also looking for control from a higher level. Our previous solution simply didn’t provide the right tools for our needs. We are glad that Prodco Analytics was able to fulfill this requirement.”*

## The Solution

Fadi Rajab was already familiar with Prodco’s solution from past experience and so he reached out to see if we could help. He was aware of Prodco’s capacity to complete an efficient roll out of a particularly large number of stores. An efficient and non-disruptive rollout was a crucial requirement when comparing different options. Furthermore, the traffic data provided had also always been very reliable. Accordingly, there was no reason not to put Prodco Analytics on the list of potential traffic counting providers.

*“The rollout went indeed very well. We were surprised by the level of preparation that Prodco’s team went into. They were reviewing every detail, store by store, making sure each and every one of them was ready for install. This allowed a fast, efficient and effortless rollout. Everyone who has experienced similar changes in the infrastructure knows how long and tedious this type of change can be. It is very important to be able to trust your partner.”*

According to Fadi, other points they considered which convinced them to roll out with Prodco were the ongoing warranty on the hardware, the level of involvement and responsiveness of each of their internal teams, which all worked very closely with the Swatch team, and their transparency.

*“In addition to this, there were no issues on their side to take over the hardware from our previous provider. Thus lowering the costs considerably.”*

# Case Study swatch



*“What we’ve been enjoying straight away are the instant customer response and constant contact. Also, the reporting dashboard is flawless, easy to adapt to and full of insights. Extracting raw traffic data has never been so easy!”*

## The Surprise

*“When we asked, just in case, if we could integrate our historical KPI data, we were not expecting it to be possible. So, we were especially surprised when they were not only able to integrate our historical KPI data but they did so for the entire previous year.”*



**Fadi Rajab**  
US Operations Manager at Swatch Group

## About Prodco

Prodco Retail Analytics delivers a comprehensive analysis platform that highlights where opportunities for improvement exist and helps your stores reach their real performance potential. Our retail performance solution delivers a deeper understanding of shopper behavior with real-time analytics at all levels of the operations and marketing team.



## Interested in learning more?

Contact [info@prodcotech.com](mailto:info@prodcotech.com) or visit [www.prodcotech.com](http://www.prodcotech.com) for more information.



@ProdcoAnalytics

[www.prodcotech.com](http://www.prodcotech.com)

