

LVMH – Louis Vuitton & Moët Hennessy

Luxury goods with a luxurious after-sales website

The LVMH Group is a world leader in luxury with a unique portfolio of 50 prestigious brands in sectors such as wines & spirits, fashion & leather goods, perfumes & cosmetics, watches & jewellery and selective retailing in beautiful locations. The successful brand development strategy has resulted in more than 1,700 stores worldwide and more than 59,000 employees.

For STAR, supporting the LVMH Group has been centred on the watch sector, resulting in an after-sales website for the TAG Heuer, DIOR and Louis Vuitton brands.

Objectives

- ▲ Easy access
- ▲ Easy to use
- ▲ Easy to update
- ▲ Fast
- ▲ Language independent

The Solution

- ▲ Comprehensive search possibilities
- ▲ Access to lists of components and their interchangeability
- ▲ Immediate access to all technical documentation
- ▲ Immediate access to information about the tools and maintenance processes
- ▲ Spare parts ordered online
- ▲ Local printing of required information

Key Benefits

- ▲ Faster production
- ▲ Improved quality
- ▲ Small storage footprint – data is stored without layout and published on the fly

An after-sales solution to match the product

Naturally, an exclusive product needs the service to match – premier brands need a premier service organisation with a technical support system to match. Why not create something that the after-sales service agents could only dream of?

How about a system which is easy to navigate, where he or she can get updated information on a daily basis, fetch all the required technical documentation and order the necessary spare parts – all with a few mouse clicks?

The answer is a multilingual solution which is efficient, reliable, easy to update and self explanatory – you learn how to use it in just a few minutes. And it contains everything you need, down to newsletters and a feedback function.

The screenshot displays a web interface for TAG Heuer spare parts. At the top, there are navigation tabs: 'Spare Part List', 'Bracelet List', 'Tool List', and 'Print'. Below these, a search bar contains the reference number 'CAF2110'. The main content area is divided into two columns. The left column contains a navigation menu with items like 'HOME', 'Watches', 'Straps', 'Articles', 'Tools', 'Order', 'Operating Instructions', 'After Sales Service', 'Movement Infos', 'Tool Infos', 'News', 'Downloads', 'Links', 'Help', 'Feedback', and 'Logout'. The right column displays technical details for the selected watch: 'Automatic Chronographs', 'Designation: Chronograph', 'Description: Case: satin-finished steel, Turning bezel: satin-finished / polished steel / black aluminium ring, Dial: black / nickel'. Below this, it specifies 'Movement: Automatic', 'Size: Men's', and 'Caliber: ETA 7750'. A large image of the watch is shown on the right. The TAG Heuer logo and 'SWISS AVANT-GARDE SINCE 1860' are visible at the bottom.

SPIDER

SPIDER is the automated publishing engine for electronic media. SPIDER automates the publication of product data (SGML, XML), following the true single source principles of GRIPS. The data then can be retrieved and displayed as an interactive electronic technical manual (IETM).

The STARs involved

STAR S.A. La Chaux-de-Fond, Switzerland, based in the heart of the Swiss watchmaking region, supplies solutions and services to almost all the big brands in the Swiss watch industry. Many of the solutions are based on the SPIDER technology. STAR AG, Ramsen, Switzerland, headquarter of the STAR Group, is responsible for the development and maintenance of SPIDER, the software used to realise this project.

STAR Group

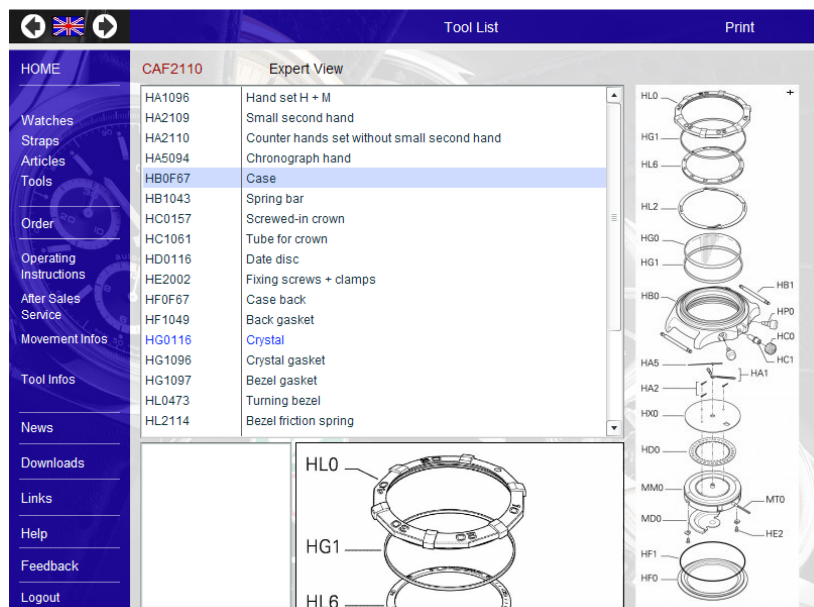
The STAR Group is one of the largest providers of technical information management and translation technologies and services in the world. Our global presence means that we are always close to the local market and customer – we always speak your language, wherever you are. The STAR Group is also a leading supplier of all the tools needed for the information process, from authoring to printing, in any format and in any language. This combination of services and tools makes us unique in the market.

Five major features

The after-sales retailers need to be able to find information about a watch or its parts, even when not all information is at hand. So you can search by technical info, product name, photos of the watches or other criteria. When you have found the watch you are looking for, all relevant information is displayed and can be printed.

When you have found the watch, you have access to a list of all its components, and – what's more – interchangeability. The parts information is displayed in an exploded view, making it easy to identify the part. The site gives direct access to all technical information and all the tools associated with the watch.

Of course, you can order the parts you need online, and all information is printable.



With this project, the STAR Group is continuing to combine services and tools. This combination enables our customers to produce and distribute technical information, on all media and in all languages. Today, we regularly publish on paper, CD-ROM, intranets, the Internet and USB sticks; tomorrow, the media may change – but the information and STAR's ability to manage and publish it will remain.