



# Cartier After-sales Case Study

## After-sales transparency, certified by Aura Blockchain Consortium

This project carried out by Cartier aims to enhance visibility on the after-sales service, more specifically on the moment of receiving the design sent by the customer.

Indeed, it was a great help to shed more light on the after-sales service, enabling service teams to capture the exact condition of a timepiece when it is sent in for repair by customers.

Thanks to Aura Blockchain Consortium's private blockchain, Cartier has tackled what was previously seen as a pain point by both customers and Cartier while seizing an opportunity that requires minimal change management.

By sharing the condition of the timepiece with its owner upon receipt by Cartier, alongside a certification of the authenticity of the pictures taken, Cartier was able to **increase its cost estimate approval rate by 15%\*** as customers are pleased with this solution (**satisfaction rate of 4.8 out of 5**).



## REASSURANCE

Pictures of the customer's timepiece are sent to them upon reception at the Cartier repair center.

## SECURITY

The information validated by the Aura Blockchain Consortium is only available to the customer.

## TRANSPARENCY

With blockchain we can give an immutable proof of the condition in which the timepiece has been received for repair.

\* Repair cost estimated by Cartier watchmakers accepted by the customers. 2020 data compared to 2019.



## Back-end

### Registration



Creation of a repair order at the repair platform

### Pictures management



Several pictures of the timepiece are taken from various angles

### Cloud storage



Pictures are stored in the cloud

### Aura SaaS platform



Pictures are sent to the blockchain platform with associated metadata

### Blockchain confirmation



The blockchain is confirming that the transaction has been processed by providing a transaction number

### CRM service



CRM e-mail is sent to the customer with certified information

## What the customer sees

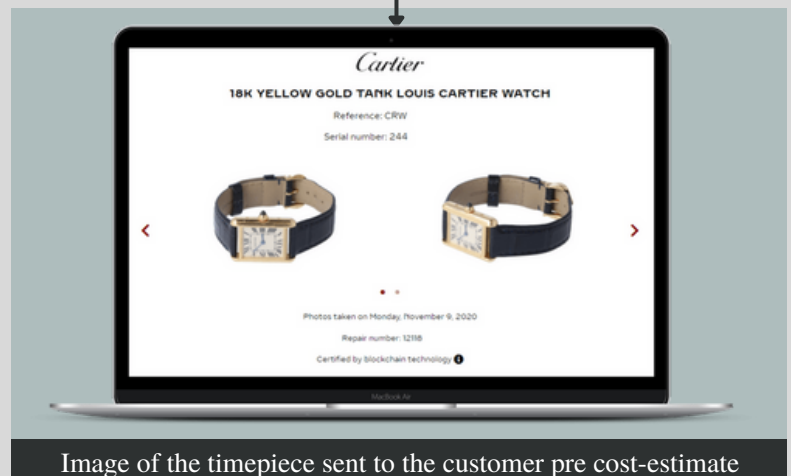


Image of the timepiece sent to the customer pre cost-estimate

Cost estimate accepted:  
the watch is repaired

Cost estimate not accepted:  
the watch is returned

## Why Cartier Chose Aura Blockchain Consortium?

Blockchain is a key technology for the future of customer service, partner relations and traceability. As it is a recent technology, and since luxury is an industry focused on the long term, Cartier have to ensure that this standard will last. "And that's why we would like to invite the industry to join this new consortium, to collaborate in developing this new technology." - Cyrille Vigneron, CEO of Cartier

Together, we aim to create and shape long-term solutions tailored to the specific needs of our industry while the relatively new blockchain technology continues to evolve. Aura Blockchain Consortium was selected as the most suitable blockchain for Cartier thanks to its high security standards, advanced technology and focus on the privacy and confidentiality of each Maison in the consortium. Aura Blockchain Consortium is also the most sustainable blockchain solution currently on the market, which was an important factor for Cartier.