

# Speakers



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*Senior Client Account*



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& Client Director*



Welcome  
Changemakers.



**+100M**

REVENUES

**+1000**

PEOPLE

**+25%**

ORGANIC GROWTH YOY

Forecast

# Transformative journeys through end-to-end approach.

## DIGITAL TRANSFORMATION

We transform your business with end-to-end digital solutions. We blend our AI-driven expertise in consulting, architecture, and maintenance, handling everything from ERP systems to customer and supplier management.

## BRAND EXPERIENCE

We support the brand positioning with a unique language and bold communication campaigns. Harness the power of strategy and creativity, data and content enhanced by enabling technology and new digital marketing tools.

## PEOPLE ECOSYSTEMS

We empower people to gain competitive advantages through journeys, processes and solutions. Get them to embrace your purpose and express their full potential.



# A journey of precision



Zenith exists  
to inspire individuals  
to pursue their dreams  
and make them come true  
– against all odds





159

YEARS OF WATCHMAKING  
HERITAGE



320

EMPLOYEES AND  
A SYNERGY OF  
COMPETENCES



2333

CHRONOMETRY  
PRIZES



80

CRAFTS  
UNDER THE  
SAME ROOF



+40

MOVEMENTS  
PRODUCED



DEFY



*Challenge the boundaries  
of high frequency*

CHRONOMASTER



*Elevate the limits  
of the chronograph*

PILOT



*Cross the frontiers  
of adventure*

ELITE



*Redefine the codes  
of elegance*

## CONSISTENCY

Ensuring coherence  
across **direct** channels first  
(DOS, e-commerce, CSC)  
and then across **indirect** channels  
(incl. franchise, wholesalers)

## TRANSPARENCY

For our clients & teams,  
accelerating internal processes and  
tools for more **transparency**,  
**efficiency** and **seamlessness**

DESIGN  
**ONE ZENITH**  
**CLIENT JOURNEY**  
FOR A MEMORABLE EXPERIENCE  
**ACROSS CHANNELS**  
**AND TOUCHPOINTS**  
TO FUEL SUSTAINABLE GROWTH

## SINGULARITY












Leveraging **hyper-personalized experiences**  
around products & services  
while reinforcing brand attachment

## HUMAN-CENTRICITY

Cultivating **Human-to-Human relationships**,  
whatever the channel is, to create emotions

# THE INTERNAL IMPACT OF THE OMNICHANNEL TRANSFORMATION

OPERATION LAYERS

- Clients 
- Channels 
- Information 
- Architecture 
- Solutions 
- Employees 
- Organization 
- Processes 
- Production 
- Product & Service 
- Supply & Logistics 

## CUSTOMER EXPERIENCE

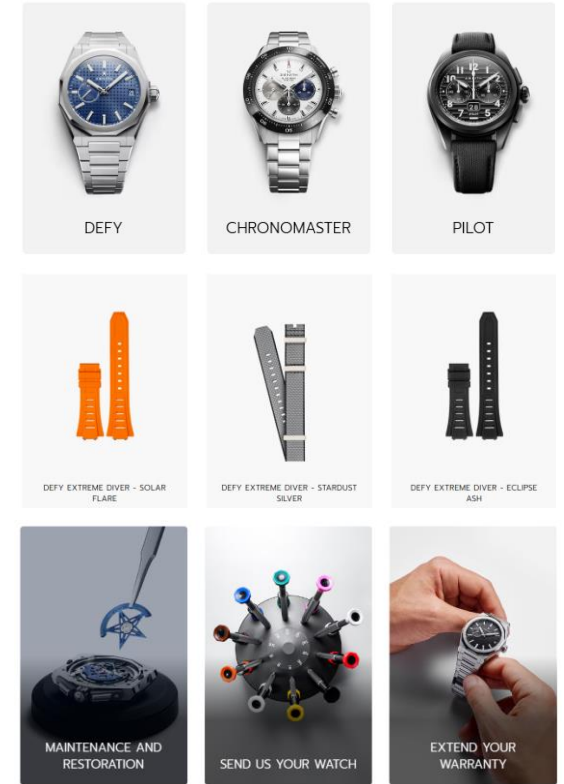
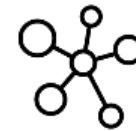
ENHANCE  
CLIENT  
UNDERSTANDING



IMPROVE  
COLLABORATION  
& ALIGNMENT



DATA-DRIVEN  
DECISION MAKING

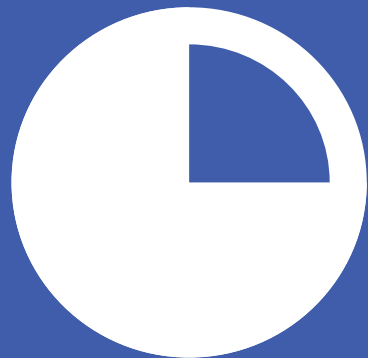


# ZENITH CLIENTS



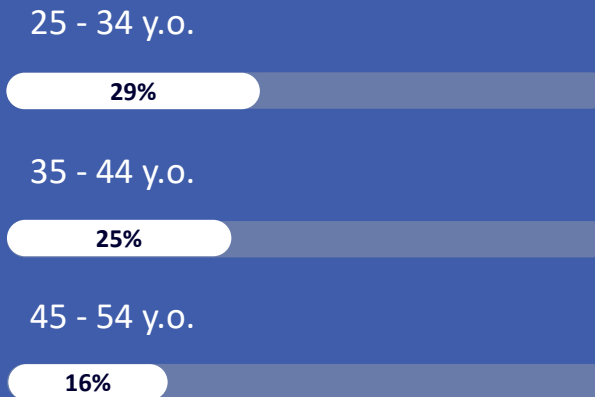
A 36 YEAR OLD MAN  
LIVING URBAN LIFE, INTERESTED INTO  
ARTS, CINEMA, MUSIC AND SPORTS -  
GOLF AND TENNIS.

LOVES SWISS LUXURY WATCHES  
HAS 3 SWISS AUTOMATIC TIMEPIECES IN HIS  
COLLECTION INCLUDING A ZENITH WATCH THAT HE  
BOUGHT FOR HIMSELF WHEN HE SIGNED HIS FIRST  
BUSINESS CONTRACT.



WOMEN  
25%

MEN  
75%



## INTERESTS

  
FOOD & GOURMET  
RESTAURANTS

  
VIDEO  
GAMING

  
GOLF &  
SPORT EVENTS

  
ART &  
CULTURE

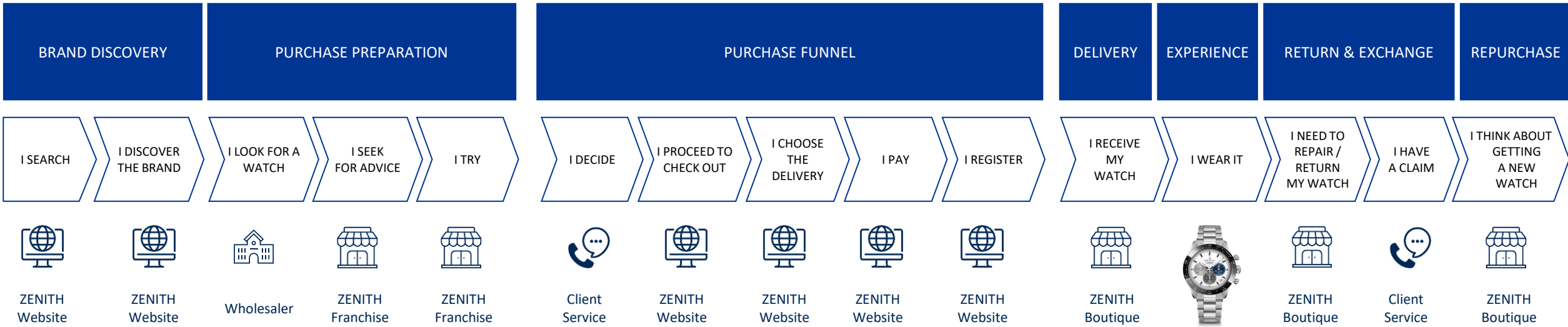


# THE OMNICHANNEL CUSTOMER JOURNEY

## BEFORE PURCHASE

## DURING PURCHASE

## AFTER PURCHASE



4 topics to address for each step of the Customer Journey

1

Client's needs & pain points

2

Client Advisor's needs & pain points

3

Which service or feature can we provide?

4

Which activation can we make?



1865

FOUNDATION

BY GEORGES FAVRE-JACOT

1900

FIRST AWARD  
GRAND PRIX DE PARIS

1909

THE «PILOT» TRADEMARK



1969

EL PRIMERO

THE FIRST EVER INTEGRATED AUTOMATIC CHRONOGRAPH  
MOVEMENT

2003

OPEN CONCEPT

REVEALING THE ESCAPEMENT OF THE EL PRIMERO CALIBER



2017

DEFY 21

1/100TH OF A SECOND MECHANICAL CHRONOGRAPH

2019

EP50

CELEBRATION OF THE EL PRIMERO 50<sup>TH</sup> ANNIVERSARY



2021

CHRONOMASTER SPORT

ZENITH UNVEILS THE CHRONOMASTER SPORT,  
WITH AN EVOLVED EL PRIMERO CALIBER MEASURING 1/10TH  
OF A SECOND