

Establishing a Closer Relationship with Customers Through LINE

Finding the Best Strategy for Luxury Engagement

Client Profile

- Headquarter Country: France
- Industry: High Jewelry

The Challenge

- The need for a more engaging and direct communication channel to build stronger customer relationships.
- A strategy to drive traffic to the website and boutique while maintaining luxury brand positioning.

The Solution

- Launch of Repossi's official LINE account in April 2024 to establish a closer relationship with customers.
- Luxury-adapted copywriting, ensuring that all messages remained elegant and aligned with Repossi's brand identity.

Question?

For more information contact Next Level today.

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In an exclusive interview, Thibault Jalabert, General Manager Asia at Repossi, reflects on the role of LINE in strengthening customer relationships and the brand's collaboration with Next Level.



Why did Repossi Japan decide to launch a LINE account ?

"In luxury, it's crucial to maintain a close yet sophisticated relationship with our customers.

Traditional newsletters are no longer achieving the same engagement, and we needed a channel that allowed us to connect directly while upholding Repossi's prestige.

LINE was the natural choice, and with Next Level's expertise, we have been able to build a highly effective communication strategy."

How did Next Level contribute to the success of this initiative?

"Next Level provided insightful advice and smooth communication, making the process efficient. While benefiting from native Japanese copywriting, we also received reporting in English and even French, making it easy to share insights with our HQ.

Their expertise in luxury copywriting, combined with a strategic approach with ongoing benchmarks, ensured that our LINE messaging remained elegant and aligned with Repossi's brand identity. They also helped us leverage HQ assets, particularly on LINE VOOM, while adapting them perfectly for the Japanese audience. ”

What was the key to improving engagement on LINE?

“ A data-driven approach was crucial. Next Level continuously analyzed our open rates, block rates, and customer interactions, allowing us to refine our strategy in real time.

By actively posting and optimizing our content, we significantly improved engagement and ensured our messages reached our clientele. ”

What role does LINE play in Repossi Japan's overall strategy?

“ Beyond being a communication tool, LINE helps us drive traffic to our website and boutiques.

It strengthens our presence in Japan and enables us to speak to our customers in a more personal and engaging way than traditional newsletters. We see LINE as an essential pillar of our marketing strategy moving forward. ”



Growth of Repossi Japan and Future Goals

“ Thanks to Next Level's smooth and well-executed support, we have successfully positioned LINE as a key engagement and traffic-driving tool.

A year after launch, we have grown our LINE community to 18,000 friends, while maintaining a low block rate and a strong open rate.

Moving forward, we aim to further enhance personalization, refine segmentation strategies, and continue optimizing our digital presence to elevate even further our luxury customer experience. ”

Thibault Jalabert
General Manager Asia
Repossi