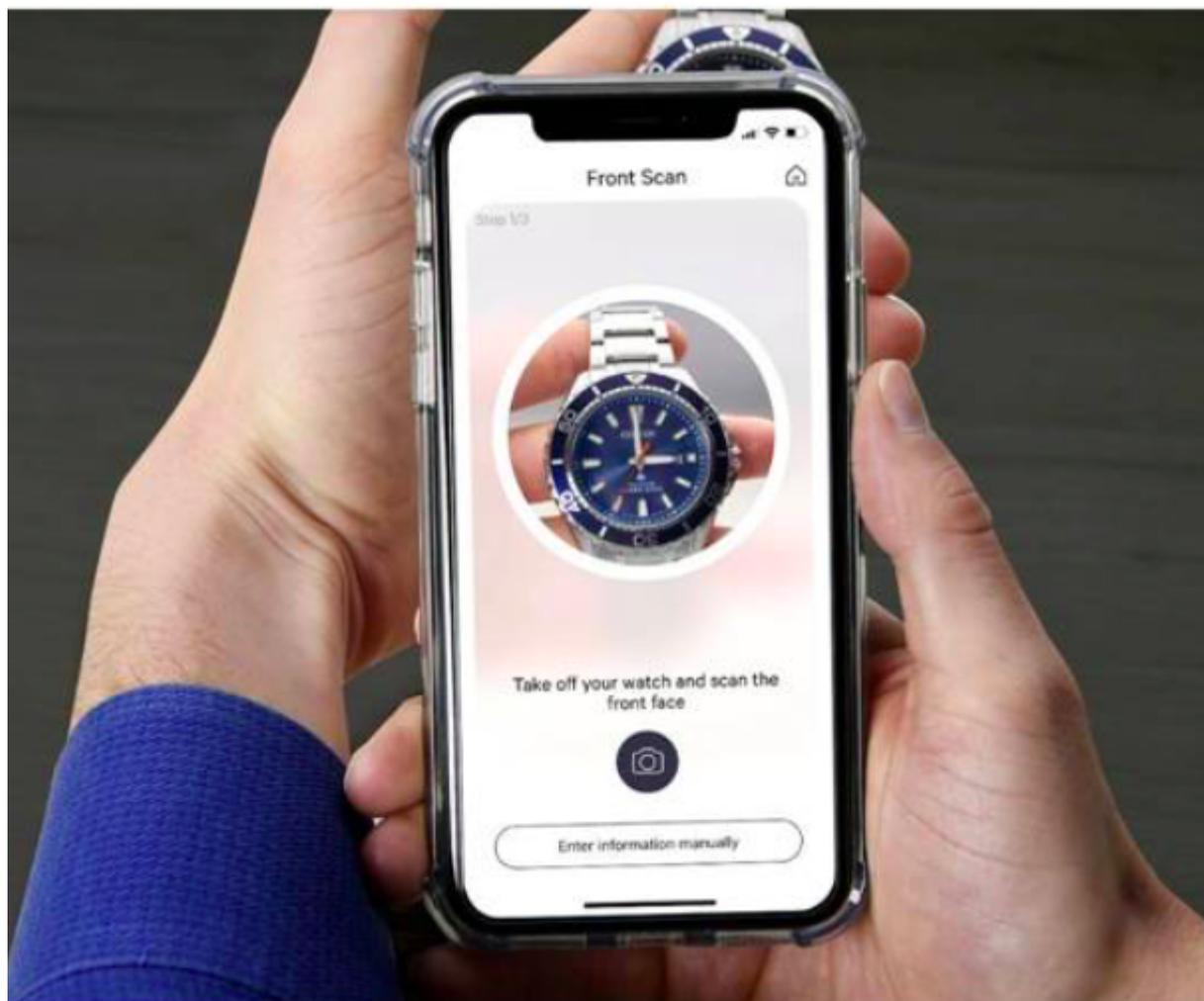


Citizen creates value and convenience for customers with new app

By **Jas Ryat** on November, 8 2018 | Fashion, Bags & Accessories



My Citizen houses all information in one location, such as date and proof of purchase, warranty registration confirmation, owner's manual and setting instructions

The Frontier Duty Free Association (FDFA) Convention finished on a high note for watch brand Citizen. Douglas Irwin, Vice President, Citizen Sales Canada, shared his thoughts on the new format: "I like the format. Moving the gala to Monday night was a smart move and probably increased participation overall. I also like being in the board room for my product and presentations. For me, I like the meetings for non-liquor and non-tobacco condensed to the two days as recommended. I prefer to be busy and I am not out of the office too many days."

He continued, "The shows are always successful for me because I see most of the operators throughout the year as I travel across Canada. I am known and I can relate to the stores because I

have been in most of them. I book my appointment in advance. I sell to most of the operators. I bring product to the show that I don't carry across the border so I think the operators like to see more of the watches that I can display here."

In recent news with Citizen Watch America, the brand has developed a My Citizen app designed to help customers get the most out of their timepieces and streamline the warranty registration process.

The app uses a phone's camera to digitally recognize the watch face and case back of any Citizen timepiece.

Once captured, the watch's model, serial and caliber information is transmitted as an online watch registration form, making timepiece registration easy, as well as accessing user manuals and contacting customer care.

My Citizen houses all information in one location, such as date and proof of purchase, warranty registration confirmation, owner's manual and setting instructions.

It also provides notifications for new product releases and quick-tap access to setting instructions when daylight savings or time-zone changes have been detected.

"It is important for Citizen to continue to seek innovation and digital leadership within the watch category," said Barbara Garces, Chief Digital Officer, Citizen Watch America. "By creating this application, Citizen continues to create value and convenience for its consumers through cutting-edge technology."

The My Citizen app is available for download via the Apple Store and Google Play.

Irwin concluded on his experience with the new FDFA format by saying, "I don't measure success by what I sell at the show. For me, the show is about building relationships, connecting with the few operators that are not yet carrying the brand and infusing more brand knowledge and product awareness into the operators and staff I meet with at the show. I will be back next year."