

Case Study

Specsavers

Specsavers Optical Group: A multinational optical retail chain providing eye care service, affordable glasses and contact lenses to a number of countries in Europe and across the globe.

CT100 provided the mobility and ease of use to improve service.



SITUATION

A leading optical retailer — with over 1,500 locations in ten countries — wanted to improve the customer experience in their stores, offer more one-on-one and interactive service, and engage their customers with technology that calculates critical measurements for proper fit. Achieving their goal would require using tablets with a specially designed software application. Both the ability to charge the tablet and have effortless mobility were critical to the program.

INVUE SOLUTION

After reviewing a number of products, the CT100 was selected for its ease of use, powering capability and instant mobility.

“CT100 was great for us due to its ease of use.”

Our customer reported, “CT100 was great for us due to its ease of use.”

Another key factor in the customers’ decision was their need to work with a company that could support them in the different countries where they operate.

As part of the process to win this new customer, InVue participated in a comprehensive competitive product review. InVue ultimately won the business because in the words of the customer, “none of the competitive products measure up to the InVue solution.”

Case Study



Our customer reported a 25% reduction in wait time for their customers and an ROI in less than two months.

The selection of the CT101 opened the door to a broader discussion about the many benefits of the OneKEY Ecosystem. To leverage their investments in InVue, the customer expressed interest in Smart Lock to secure and provide easy access to merchandise in their locked cabinets. Innovation set InVue apart from its competitors.

The customer was impressed with InVue's broad range of solutions and OneKEY Ecosystem.

RESULTS

CT101 performed as promised. The customer reported a 25% reduction in wait time for their customers. They confirmed that with the CT101 they are better suited to deliver the innovative experience their software application provides. Along with a

better customer experience, they realized reduced costs and increased revenue. The CT101 provided an ROI in less than 2 months, and they have indicated that they are, **“very pleased with the sales uplift.”**

Based on the overall test store performance of the CT101, the customer extended the program to multiple locations.