

The Interaction of Digital and Traditional Retail

10/2/13



It is time for a change

We must leverage digitization to evolve the patient and customer experience in our category.

Customers expect an Omni-Channel Experience

Our category is behind in how we service the customer

WE have an opportunity to change the experience

Transformation at LensCrafters

What is Omni-Channel?

A seamless experience across all channels.



eCommerce

Transactional and other branded experiences customers connect with online



Digital

Technology-enhanced experiences that learn, respond and adapt to customer needs and desires both in and outside the store



Omnichannel

A blended and unified experience that fulfills consumer objectives across channels, touch points and locations

Impacting the Customer Experience

It is about putting the customer at the center of the experience



- Know the customer...
- ...at any time or place...
- ...on any device or channel...
- ...so that we know what to do next.
- Across the full consumer lifecycle.

Omni-Channel Customer is 4x more valuable

Retailers are embracing the connection

Blending offline with online

Amazon Locker



Burberry Digital Store

Our category is behind

And not just because of the barriers to buying glasses online.

Vision Care Industry

2.9% of eyeglass buyers purchased eyeglasses online.

16% of eyeglass purchasers used the internet to pre-shop.

Traditional Retail

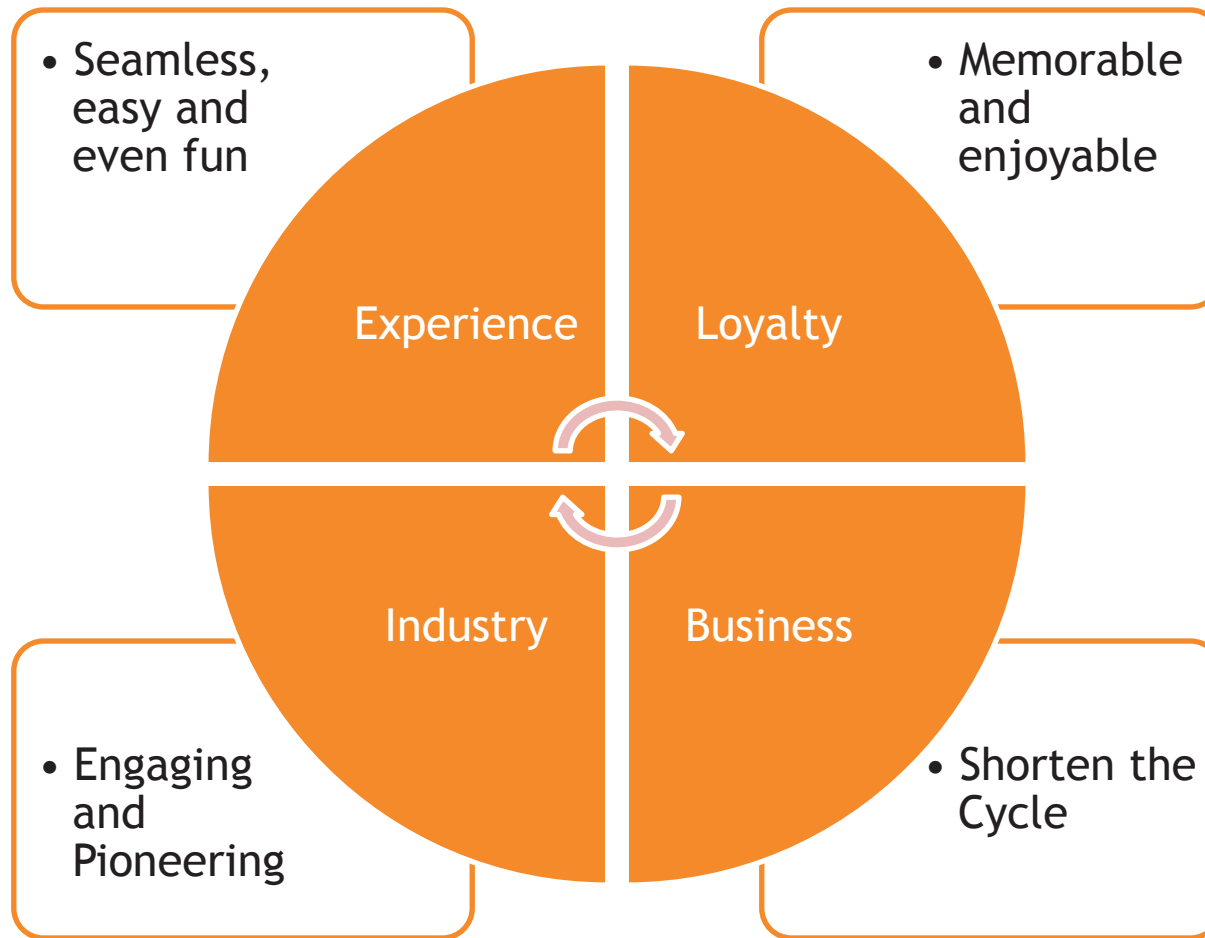
71% of US consumers buy clothes and shoes online

83% of US Consumers go online to research electronics, books, music and movies before buying in-store

Where are you?

The opportunity to improve

the experience, the perception, the frequency and the industry.



Revisiting our transformational roots

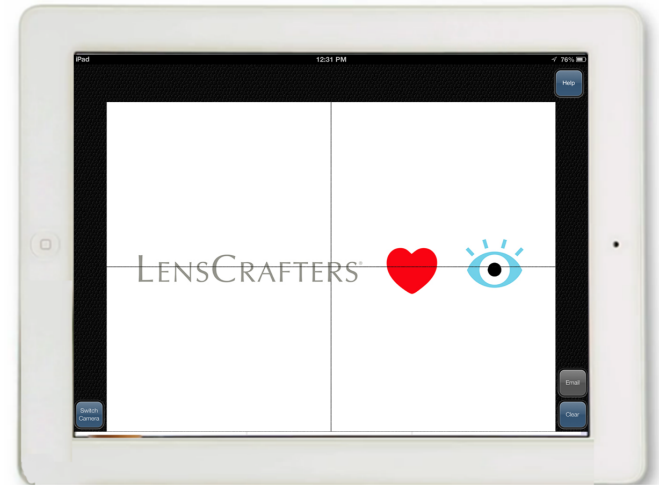
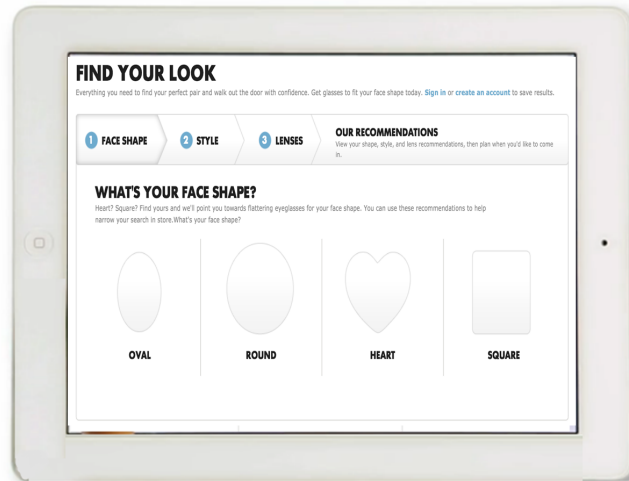
We are providing iPads to all LensCrafters stores



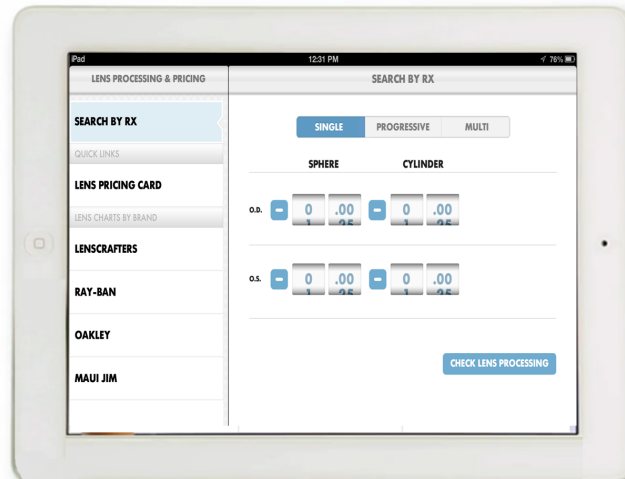
Apps that enable a better experience

And relieve customer anxiety about how they'll look and see.

How you look

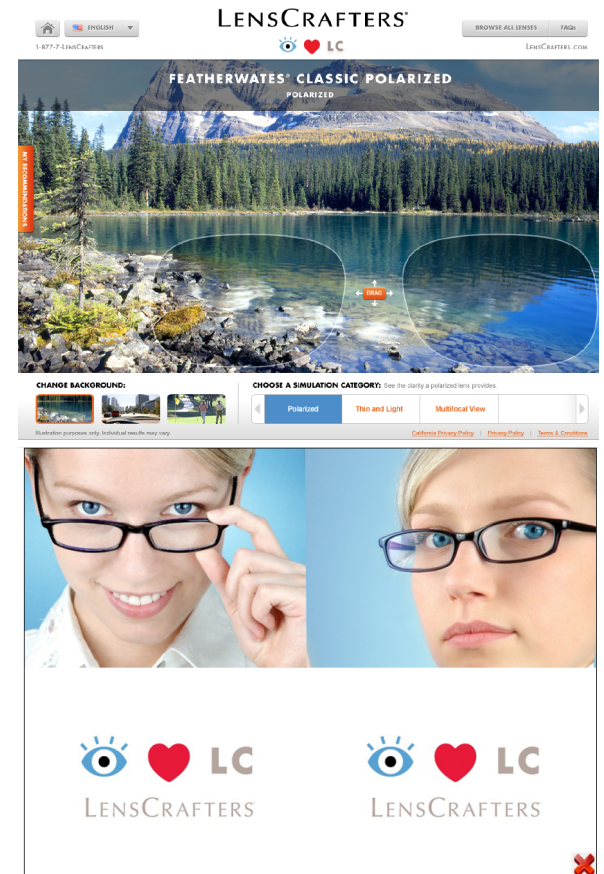


How you see



Digital integration at every touchpoint

AccuFit Digital System





How will you evolve your customer experience?