



NAVIGATING THE BIG SHIFT: EMPOWERING RETAIL IN THE DIGITAL AGE

Data and AI at the Forefront

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VANMOOF

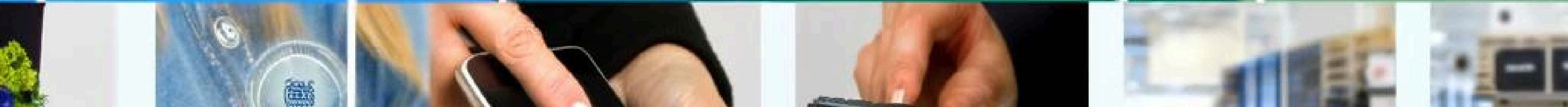
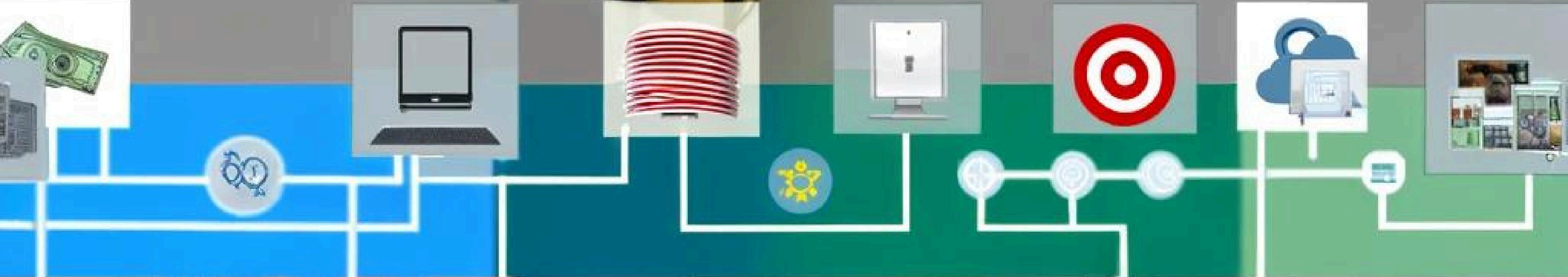
kiikshon.nl

Miss & Son

Catch the shopper...

ESPRIT





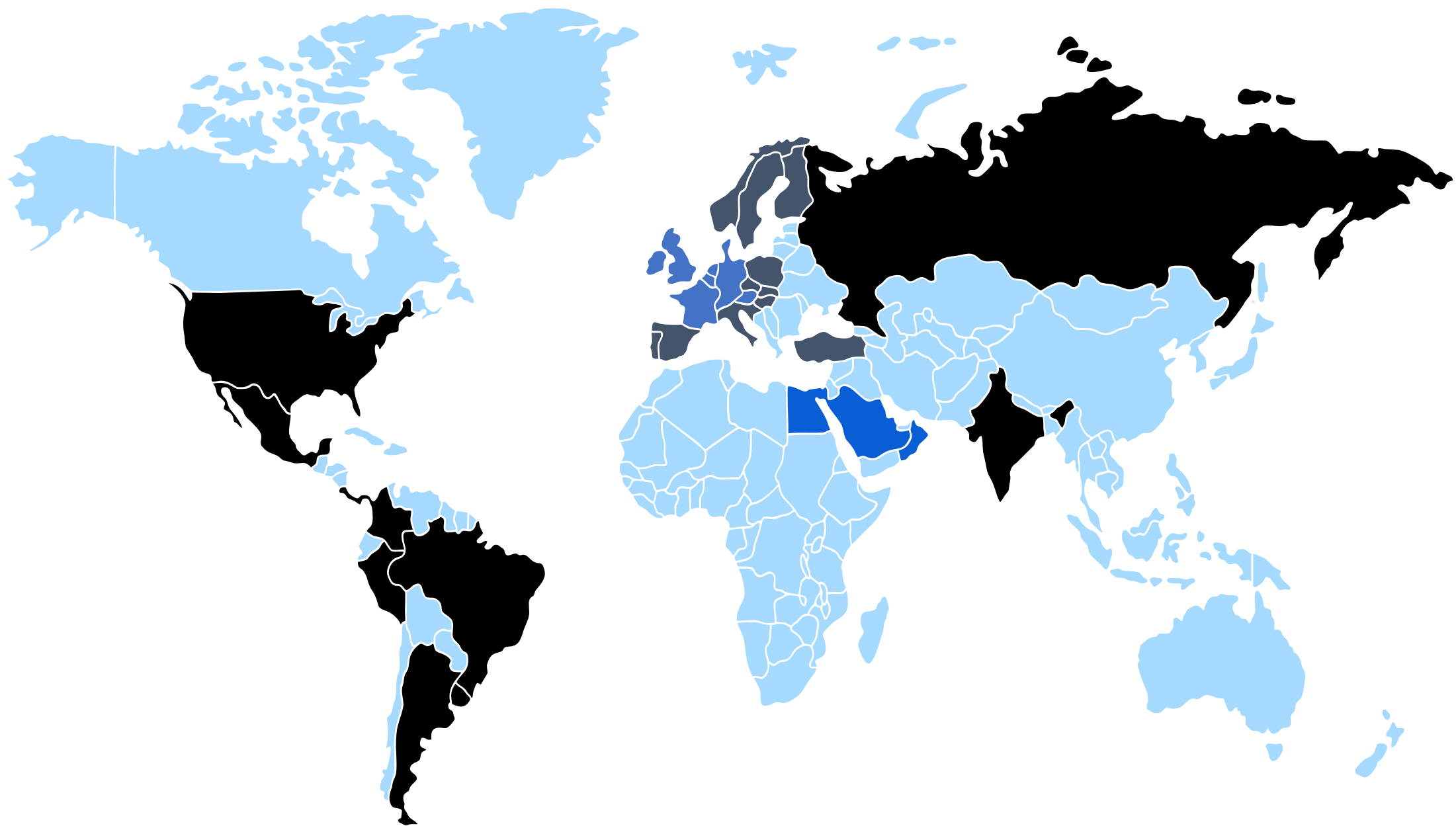
CHALLENGE IN TRADITIONAL



GrandVision Brands



Footprint of GrandVision



Global leader in optical retail



Leading market positions



Focus on largest and growing customer segments

Geographic reach
40+ countries
across 4 continents

No. of stores
13.000+

Retailer banners
30

Employees
38k+, of which
27k+ in stores

Footfall
800k+ visits
per day

Net Promoter Score
62

Products
In-house, Exclusive
Brands and branded

Weerstand



DataCity



Way of Working

Local markets

- Varying team sized, per OpCo
 - Local agency support when needed

Centre of Excellence

- Global team: CoE
- Implementation + Support:
Near + offshore

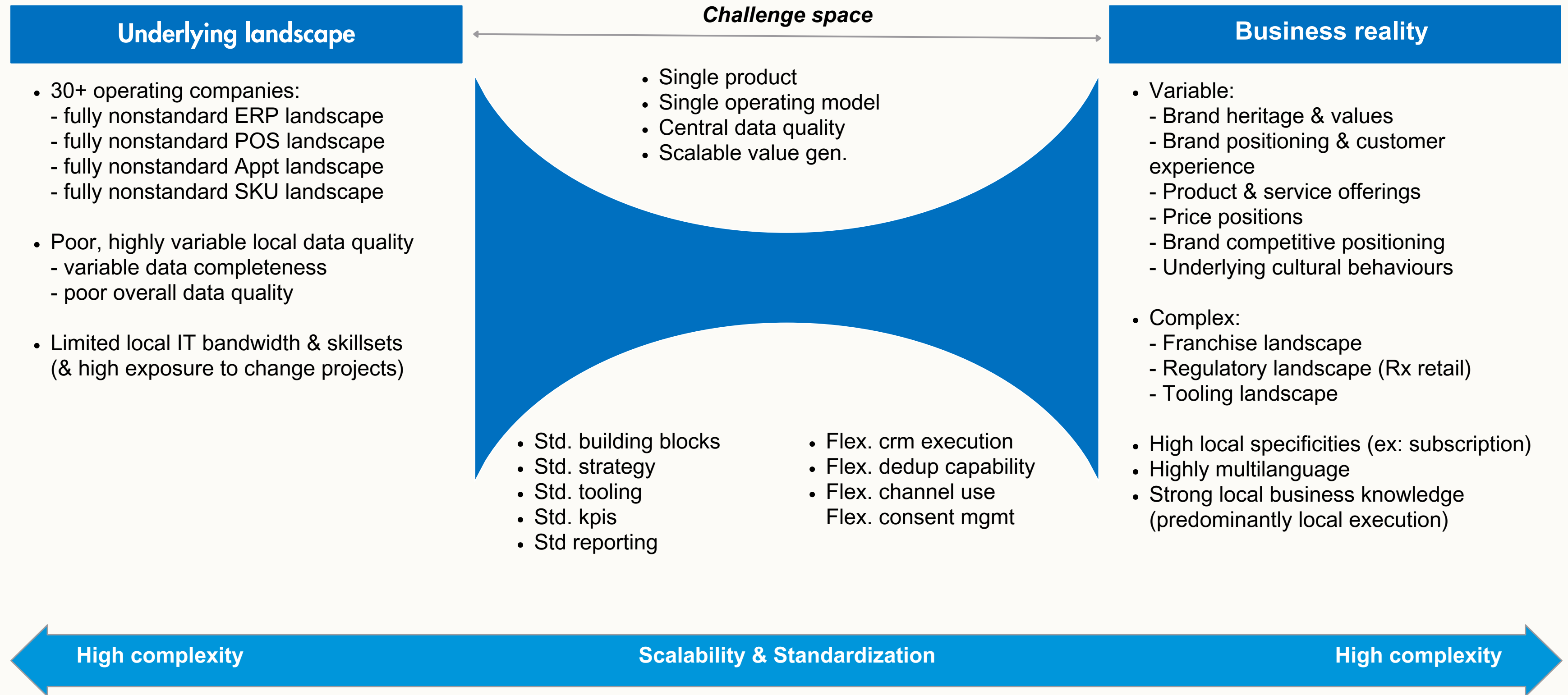
Innovation

- Incremental Value Creation
- Standardization
- Trial & Error
- Culture of experimentation

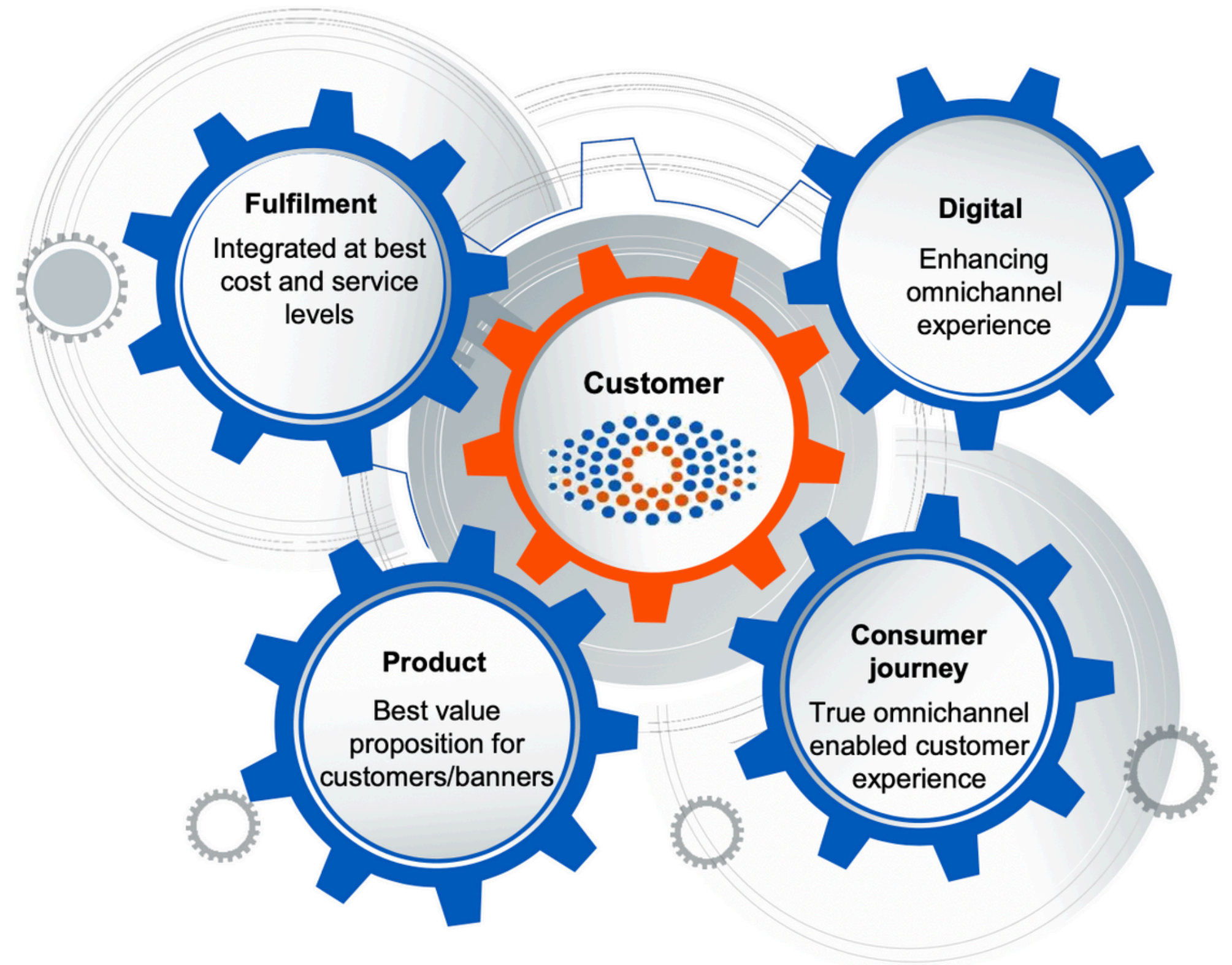
- Agile: 2 week sprints



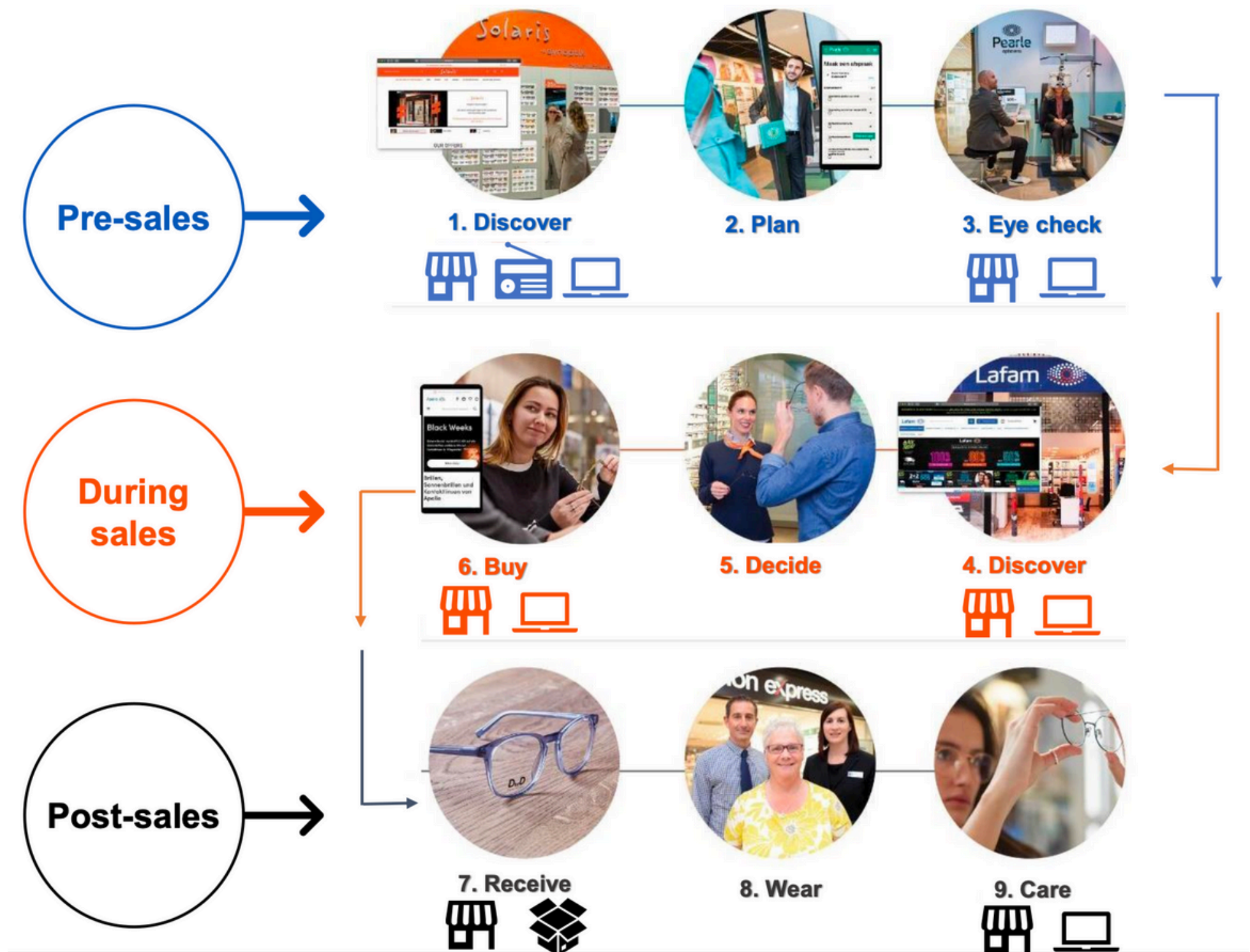
Customer 360 – the fundamental challenge



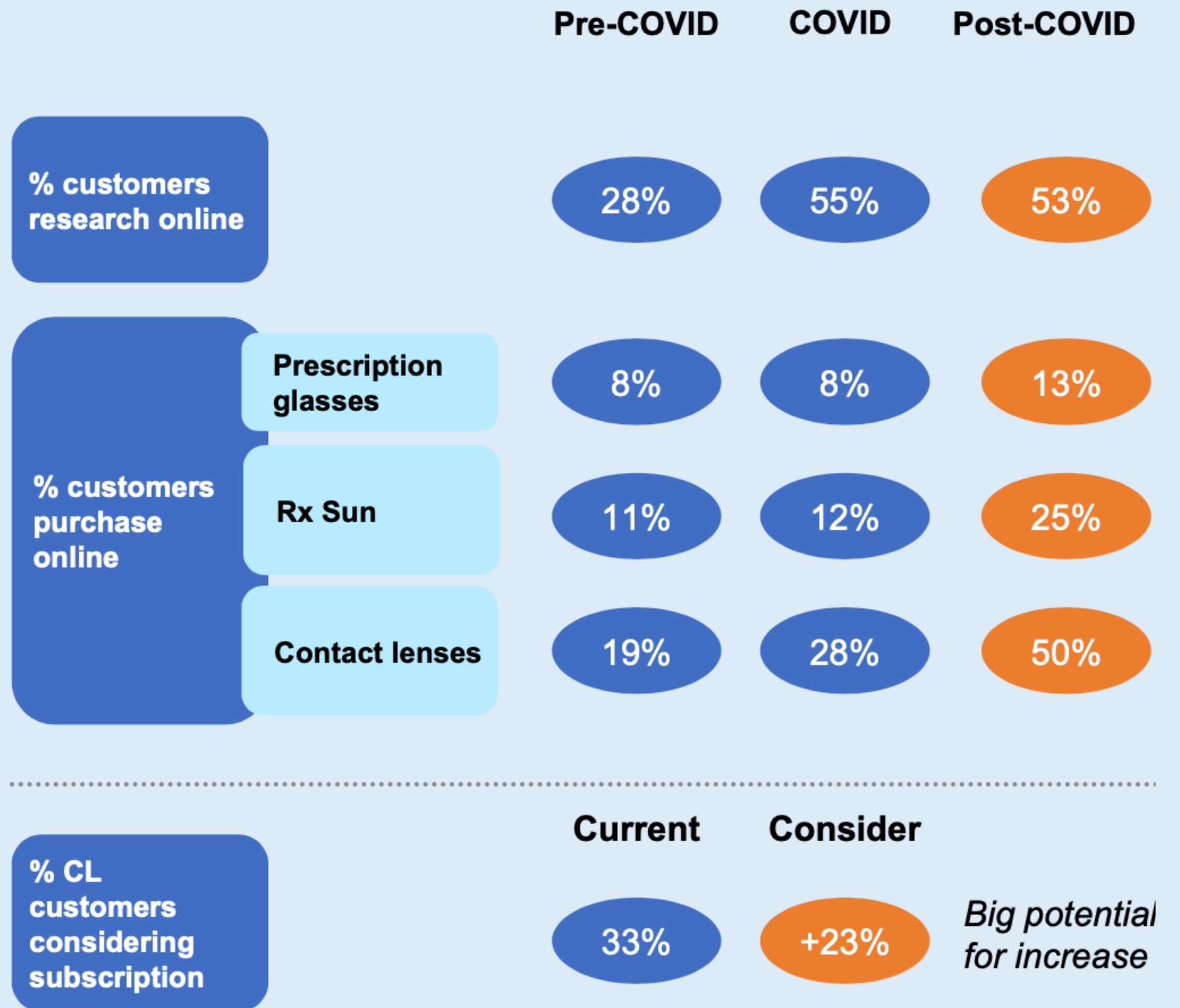
Retained focus on long-term strategic transformation of omnichannel capabilities to improve end-to-end customer journey



We are optimizing the customer experience across all steps of our consumer journey



Consumer shopping behavior and needs are changing, fast.



Becoming Omnichannel

3 consumer facing pillars supporting our omnichannel transformation:



Omnichannel Platform



**Omni-marketing and
CRM capabilities**



**Instore experience &
Simple Sales Process**

Becoming Omnichannel: Omni-marketing and CRM capabilities



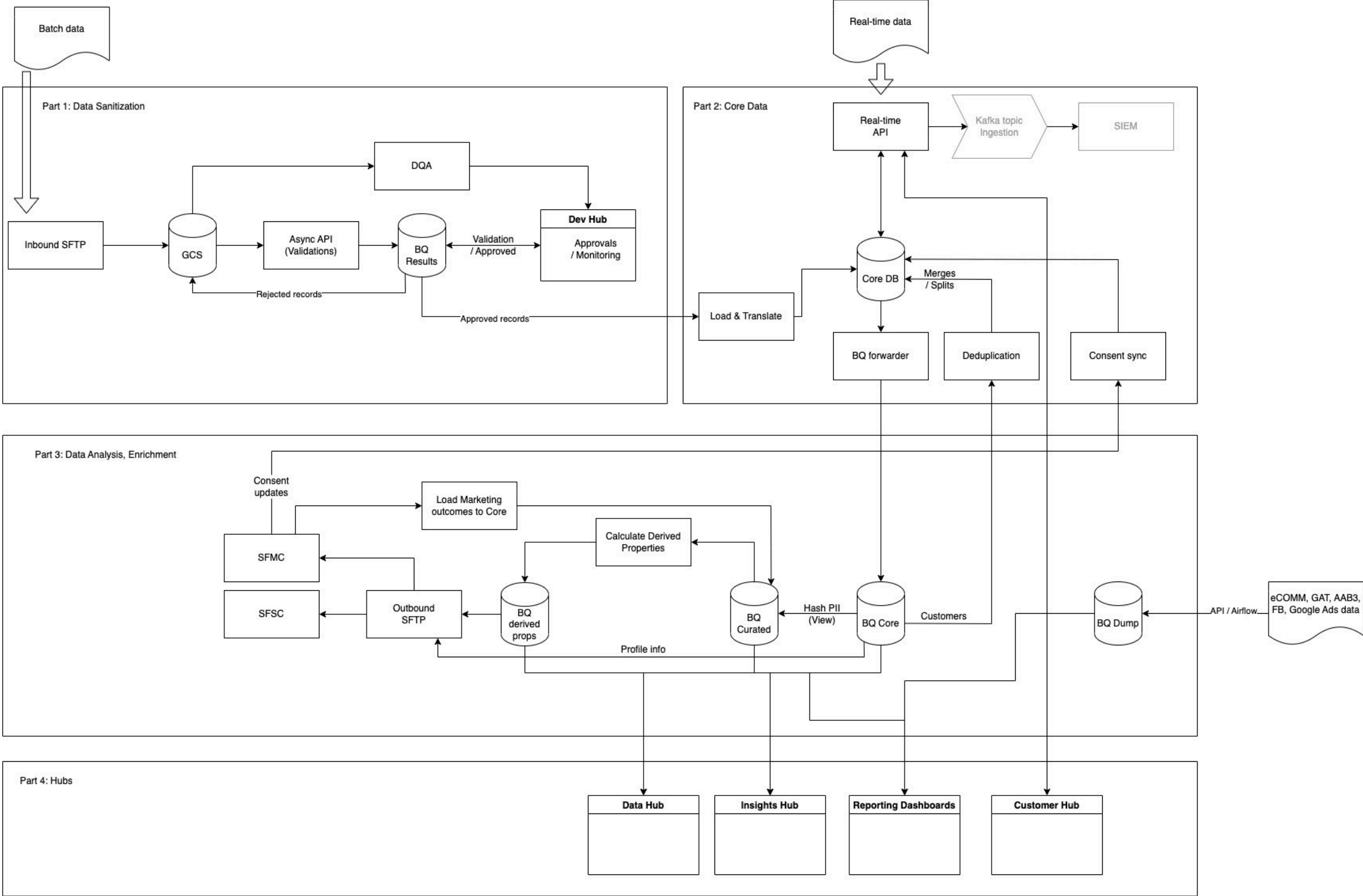
CRM & Customer data capabilities

- Deploy & maintaining C360 CRM & customer service desk
- Support OpCo's in business activation of high value omni campaigns
- Generation: high value customer insight by AI/Data Science
- Establish & track KPI's



In-house agency & omni ops business partner

- Digital performance marketing
- Digital content & creative
- Conversion Rate Optimization
- Online merchandizing support
- Advisory: omni-channel range, omni-channel pricing, omni-promo



Becoming Omnichannel: In-store experience & Simple Sales Process



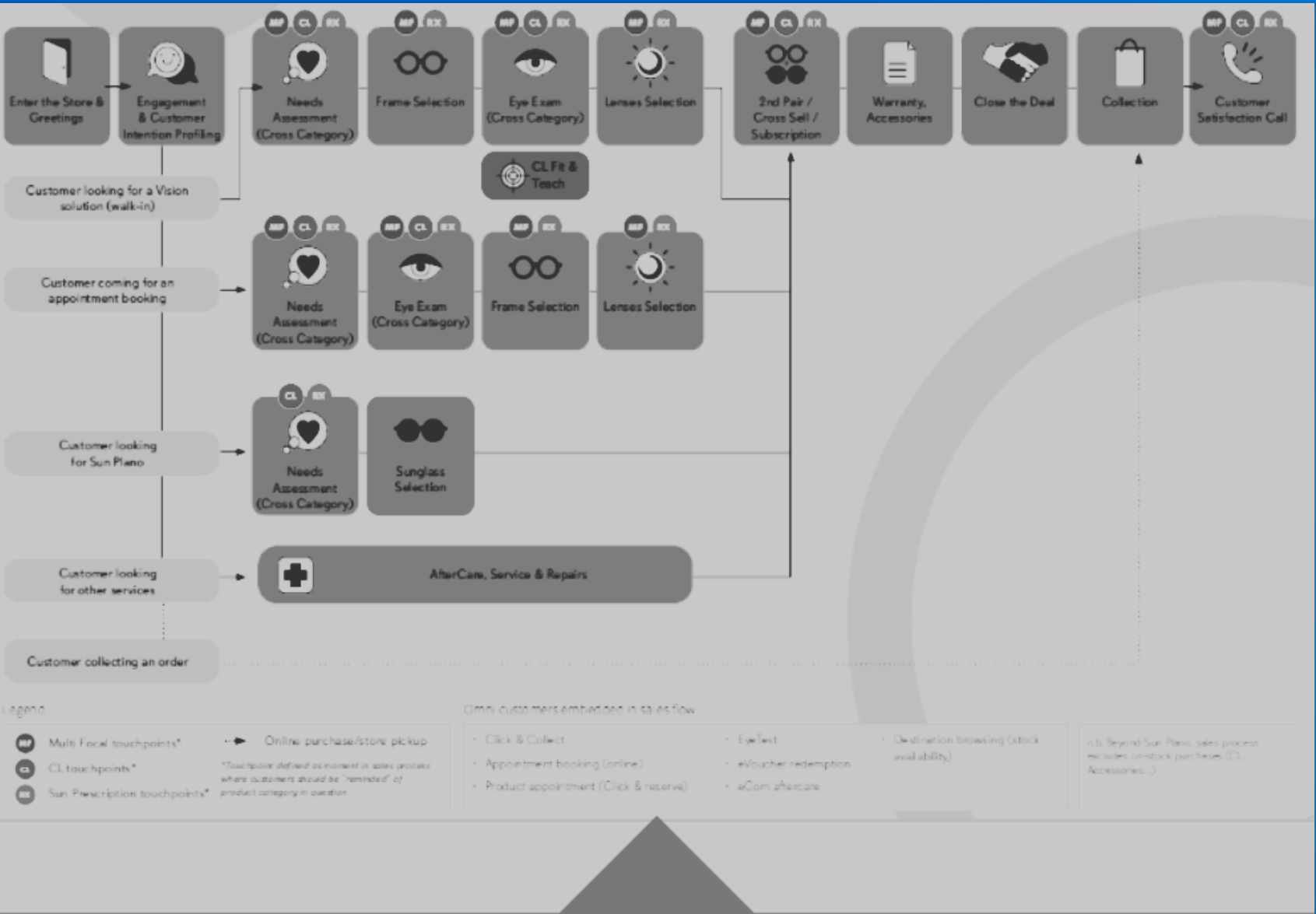
TopStore 2.0:

Providing a more fresh, contemporary store experience
(Photos of TopStore 2.0 Brighton, U.K. and Amsterdam, The Netherlands)



Simple Sales Process 2.0:

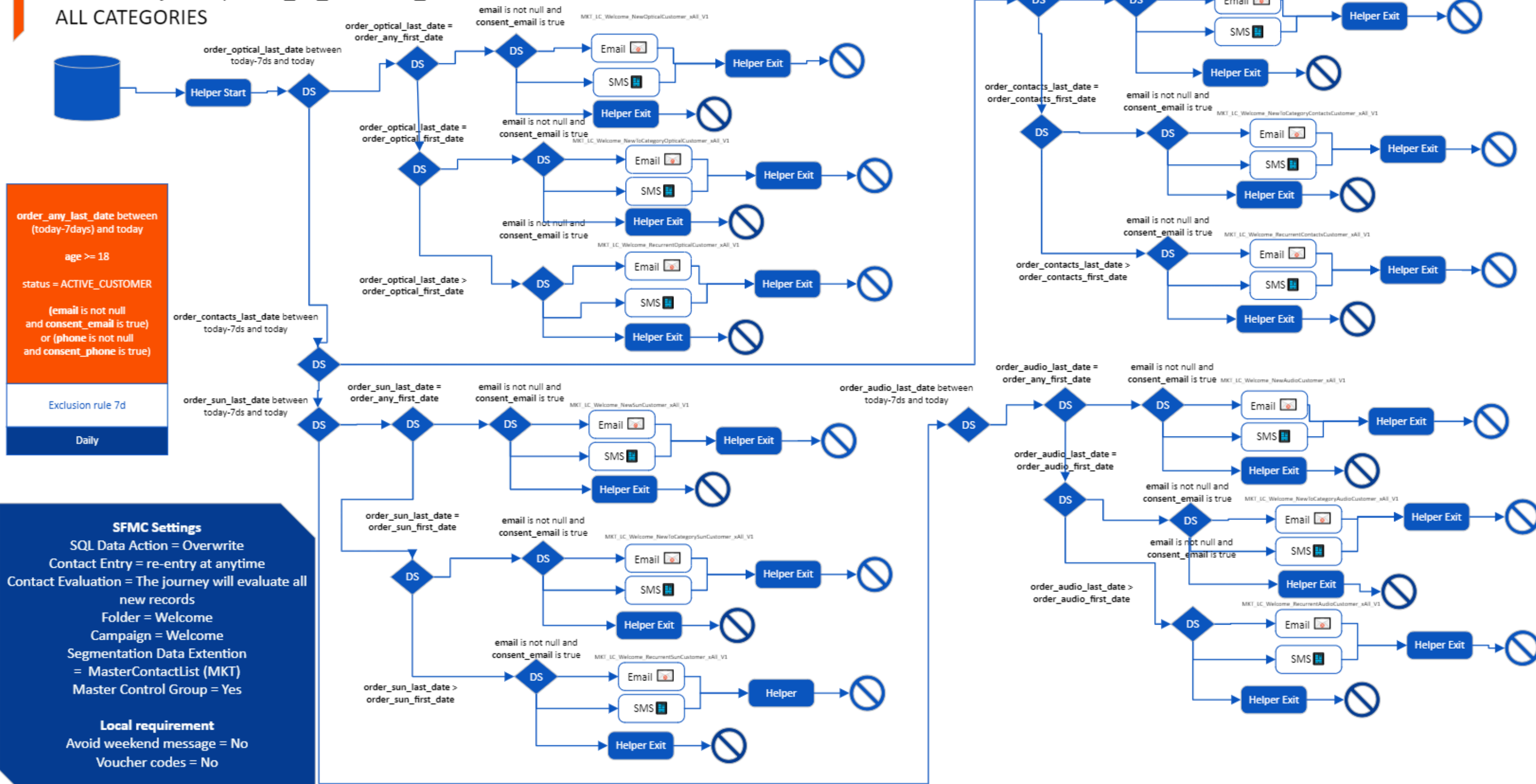
Omni-ready sales process, focused on understanding customer needs and providing full vision solutions





24 touchpoints to create unique content...

Stage: Onboarding / Welcome & Thanks
Whitelabel journey: MKT_LC_Welcome_xAll
ALL CATEGORIES





3

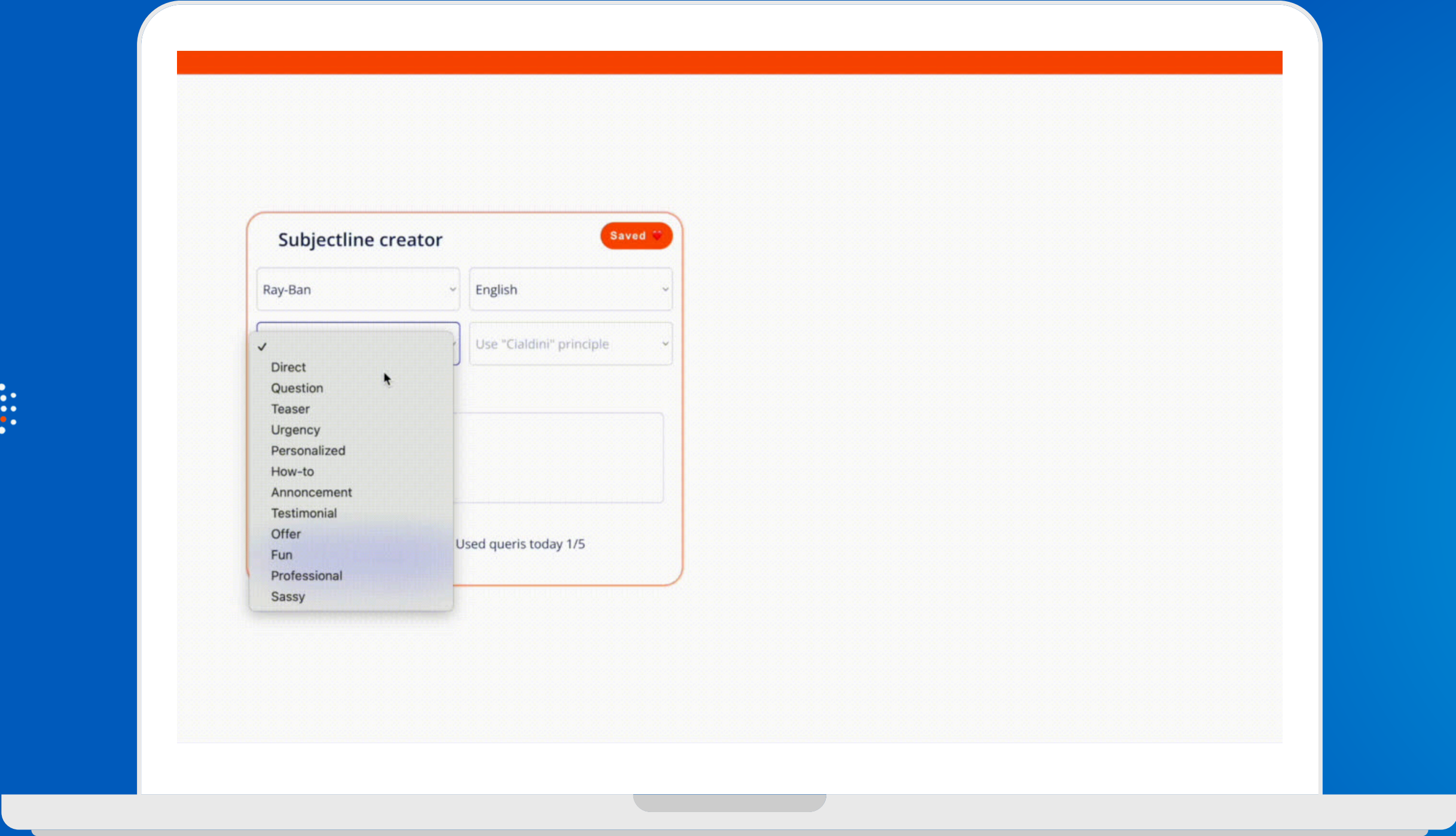
CHALLENGING AREAS

Content
creation

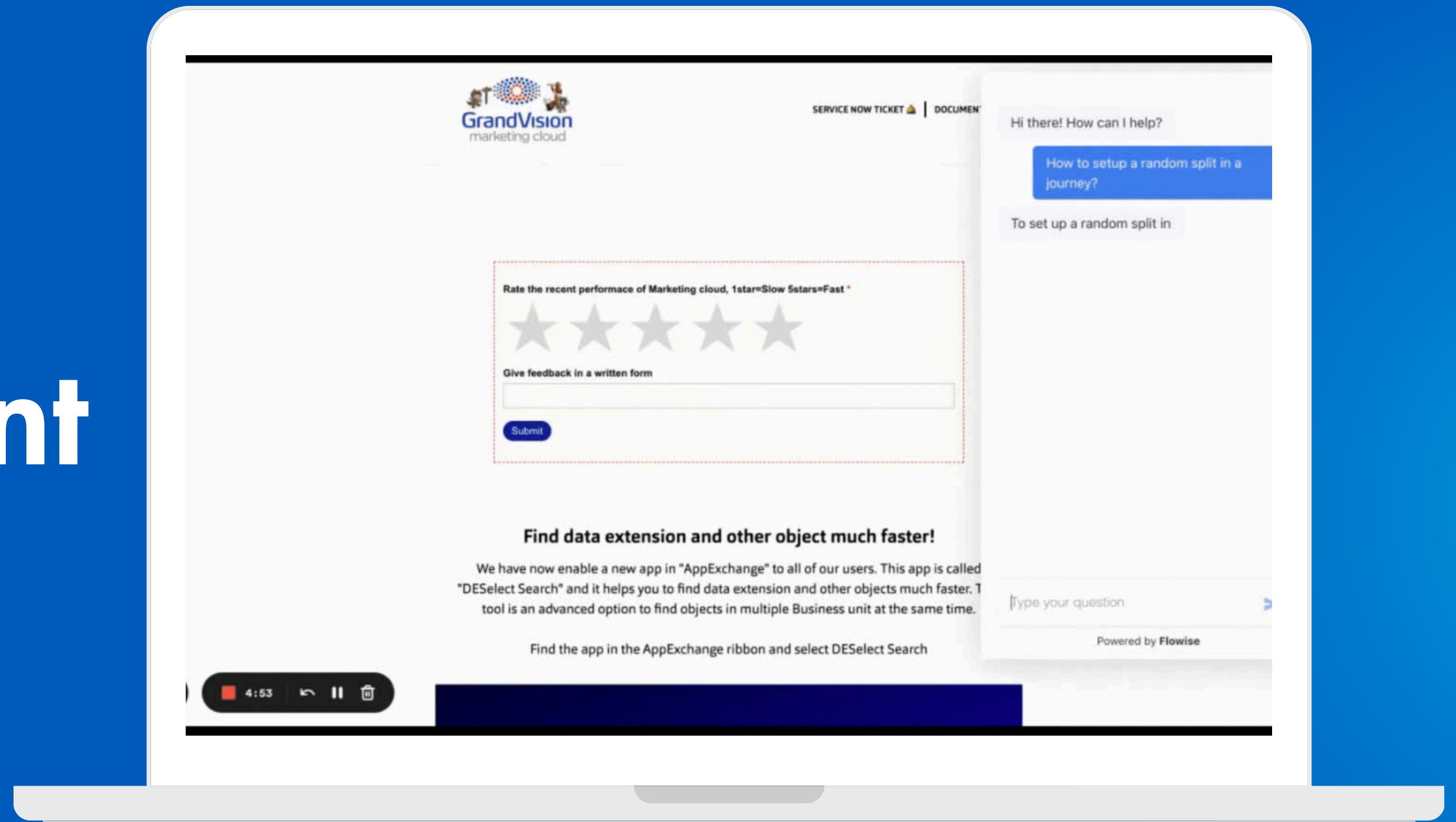
Technical
knowledge

Support &
troubleshooting

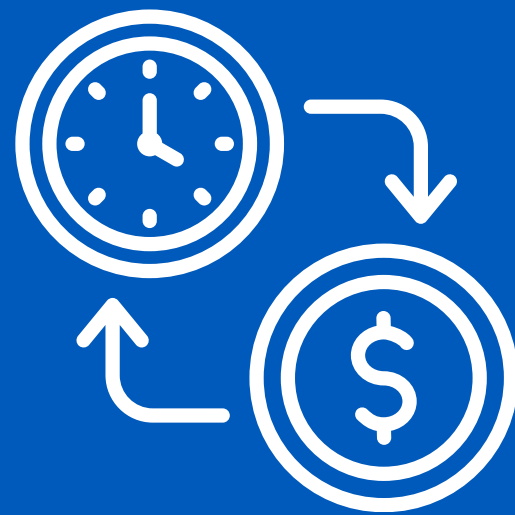
GrandVision
part of EssilorLuxottica



G'Alssistant



Value



Save time = money



Content creation time saved



Less technical knowledge needed



Support & troubleshooting time saved

Embrace innovation

Scalable data models

Integrate online & offline journeys



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Thoughts, questions?
Lets connect

