

VM VISION MONDAY **LIVE** presents

CUSTOMER 360

The New Retail Experience

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CUSTOMER 360

The New Retail Experience

WELCOME



Andrew Karp

VM Editor

Lenses & Technology

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CUSTOMER



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The New Retail Experience

Trend Analysis

Burger King's *“Have it Your Way”* campaign epitomized a new type of **CUSTOMER EXPERIENCE (CX)** in which the customer is driving the interaction.

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Trend Analysis

**This type of CX was characterized by
MASS CUSTOMIZATION (MC)**

**Take a standard product and alter it to suit the
customer's specifications.**

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Trend Analysis

MC is often an assembly process

Hamburgers... Hold the pickles

Order a product with a custom color or shape... or

Offer different lens designs according to the patients Rx, but use a standard base curve

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CUSTOMER X 360 Trend Analysis

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MC has given way to PERSONALIZATION

Each product is one of a kind

- A batch of one
- An experience designed for you only

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TECHNOLOGY has lowered the cost of Personalization

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- **3D Printing/Additive Manufacturing**
- **Your Visual Fingerprint**
- **A 3D scan of your face... or retina**
- **Eyeglasses made to fit only for you, using your Rx and biometric measurements**

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Another key component of CX:

**OFFERING THE CUSTOMER A
UNIQUE IN-STORE EXPERIENCE**

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"Experiences period ... are what it's going to take in the future for brick-and-mortar guys to survive."

Robin Lewis, CEO of The Robin Report
retail strategy newsletter

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“You got to offer something that will make someone **get up off their couch** and go to your store.”

Rachel Schectman, Story

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LensCrafters, White Plains, NY



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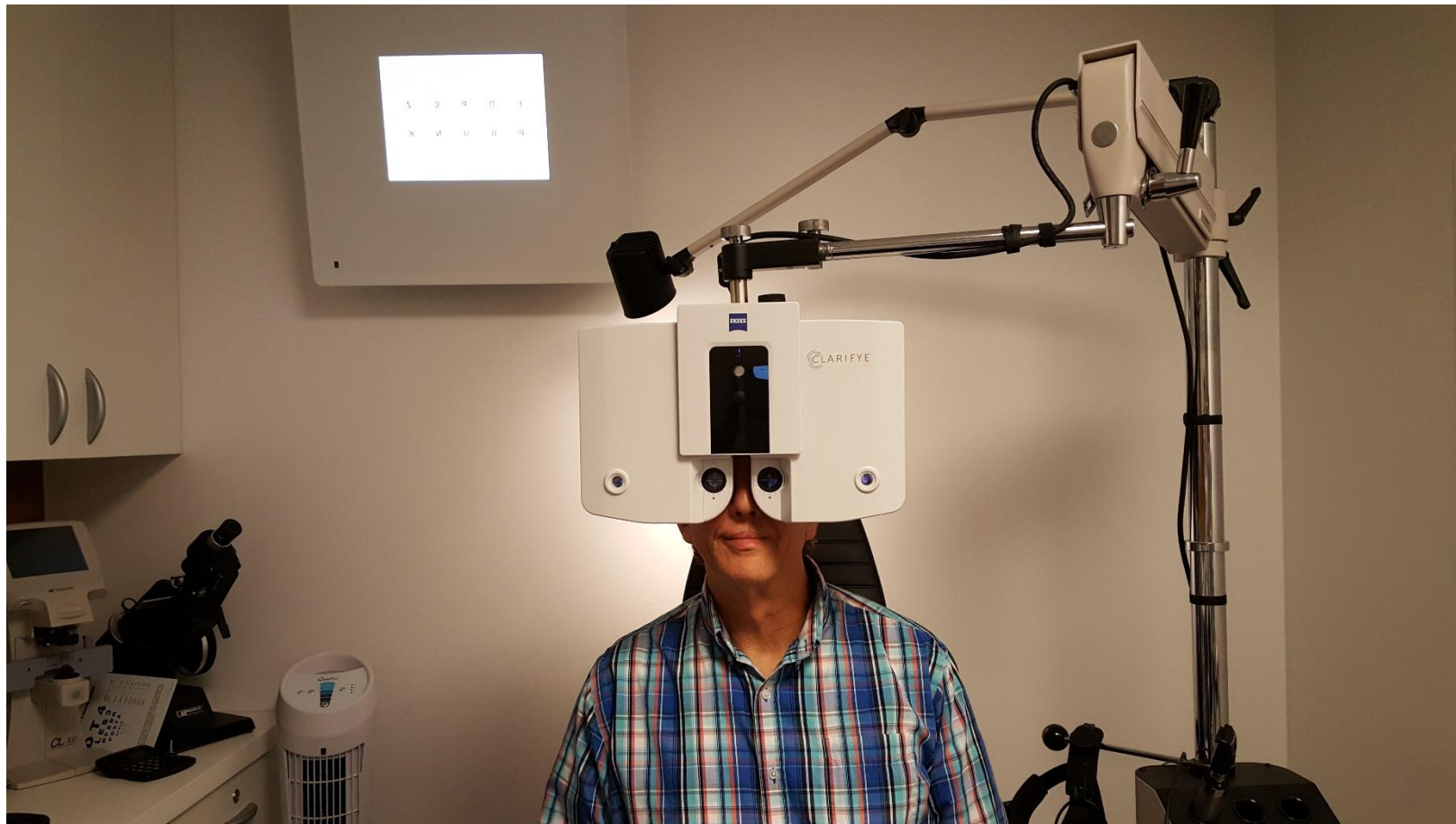
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Clarifye Exam



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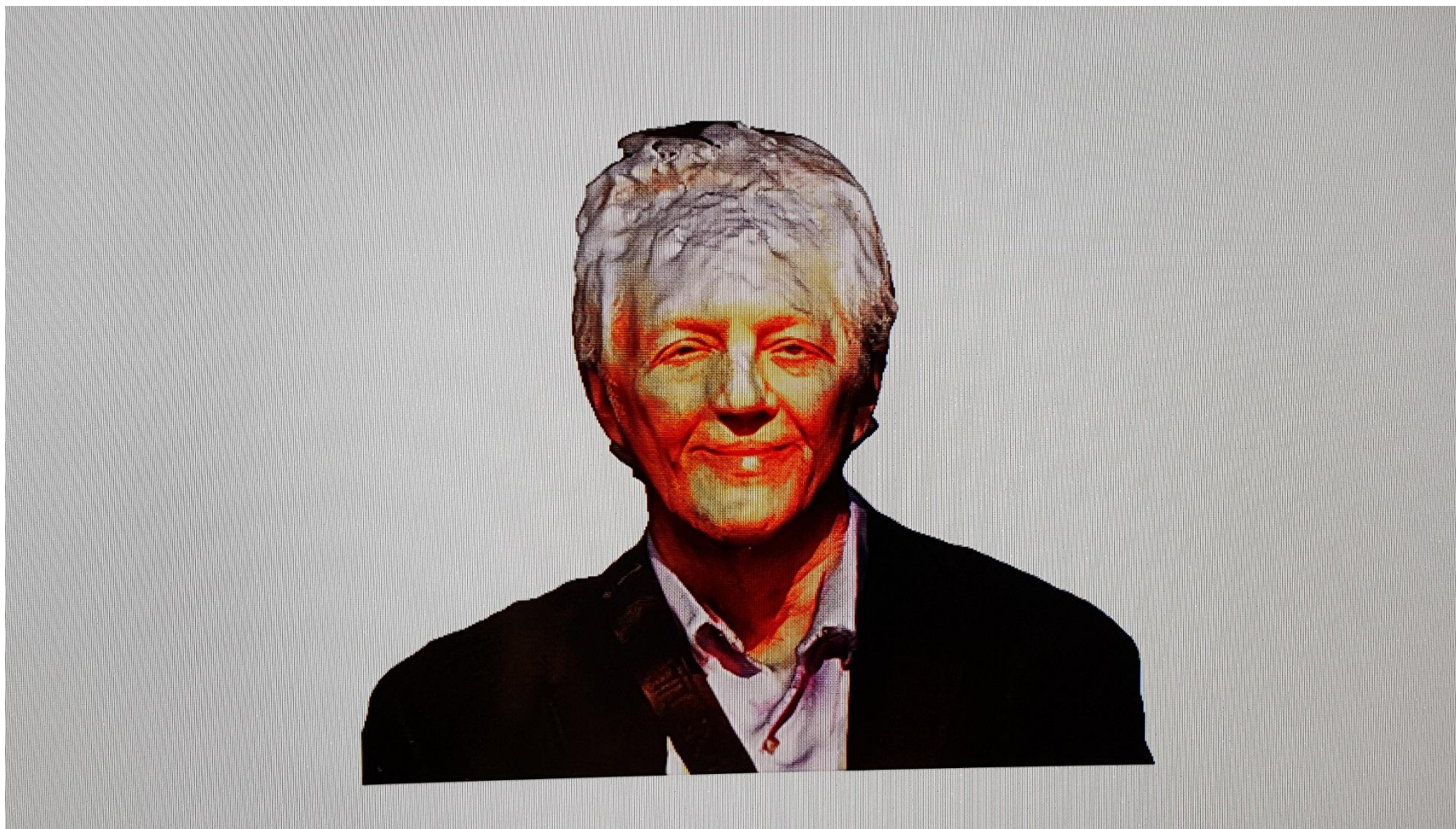
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3D Facial Scanning



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