

New Technologies Escalate Change in the Eyewear Dispensary

Continued from page 34

Accenture advised retailers:

- Create closer partnerships with local businesses to meet the demand for local, trusted and authentic products and shopping experiences.
- Consider introducing or increasing value and mid-range brands within the assortment, to meet the demand from cost-conscious consumers.
- Continue to focus on broader and holistic health and wellness offerings—strategies that include changes in assortment, driving education and awareness.

• Focus on incentivizing conscious consumption by driving public/private action and consumer education (that is, taking part in purchases connected to a “purpose.”

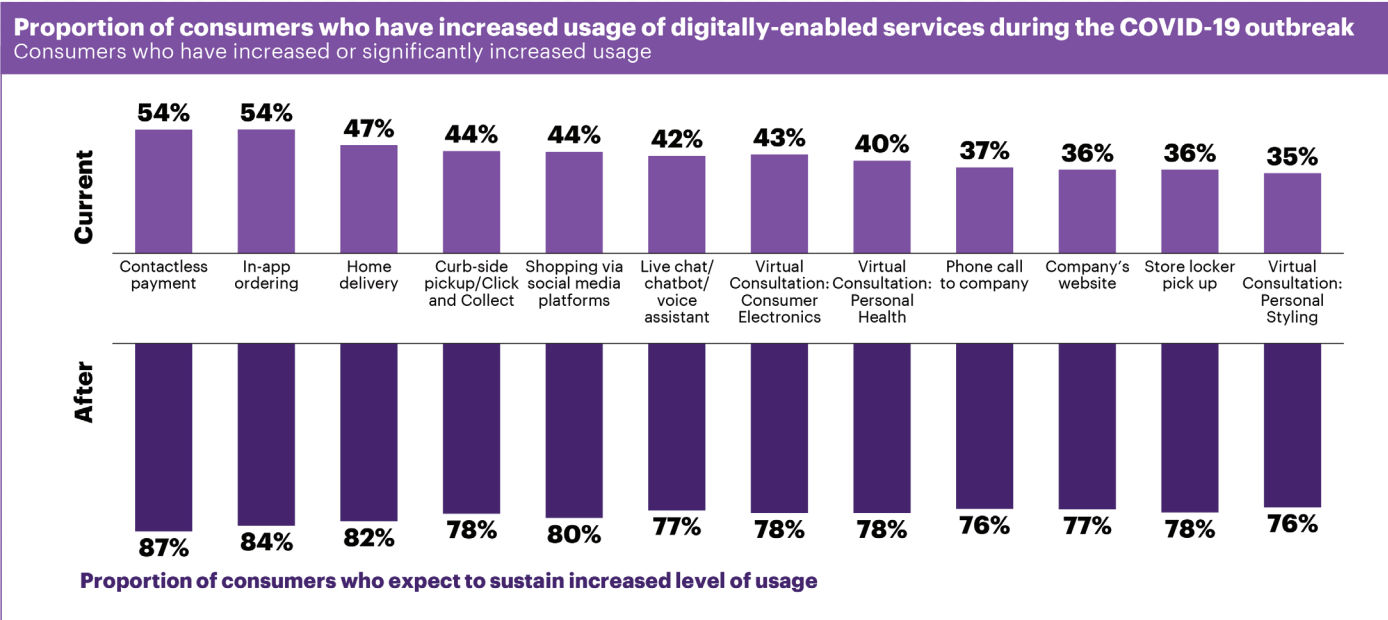
• Provide options for shopping digitally—offering consumers different ways to shop will help to generate loyalty.

What this means for optical retailers and vision care providers is significant and we are already in the midst of a new era of digital tech, as national and regional retail groups look to speed up processes and independents do the same, all according to the scale that digital can bring.

From improving selection and smoothing interactions with dispensers and sales associates, improving “choice” and selection and diversifying delivery, all of this is redefining the customer and patient experience in the modern era.

In the optical dispensary, there are dozens of new and updated technologies coming to the forefront, as our topline review in this month’s Cover Topic illustrates. Optical is in the midst of learning to support its “brick” in new and refreshed ways. But many ECPs and retailers are now finding tools and resources to help facilitate the “click” as well. ■

Consumers using omnichannel services are likely to continue doing so



Source: Accenture COVID-19 Consumer Pulse Research, conducted 2nd -8th June. Excludes those who do not use services.