# pro optik

## CASE STUDY: INSTORE SOLUTIONS FOR DIGITAL ADVICE

**excentos**

**2020**

excentos Software GmbH
Potsdam / Berlin, Germany
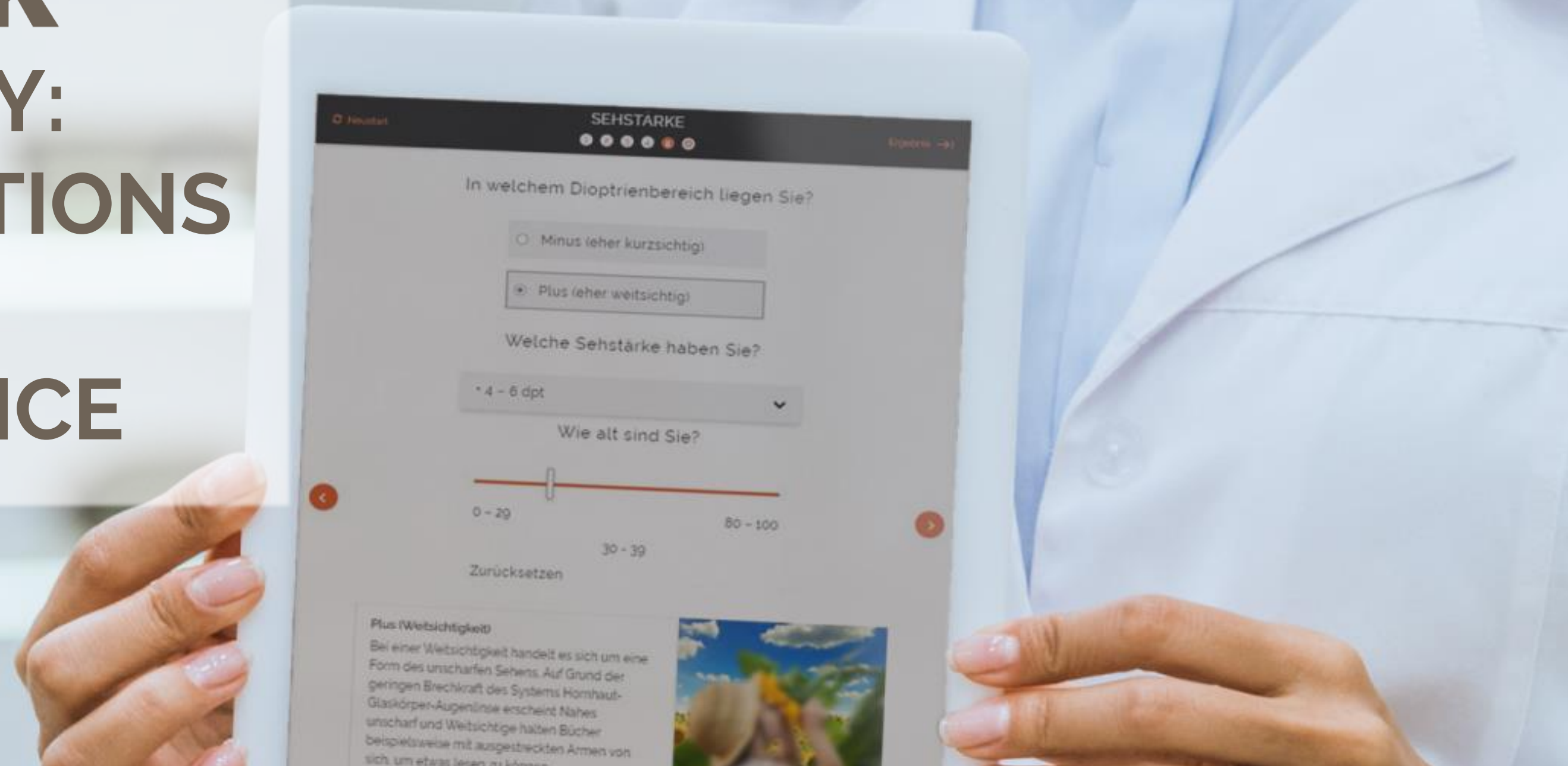
### CONTENT

- About pro optik
- Sales success in numbers
- Valuable User Profiles
- Measurable Success
- Success Factors Instore App

# About pro optik

- Established in 1987

- Over 140 stores

- one of the 3 largest optician groups in Germany

- Large product portfolio: Eyeglasses, sunglasses, contact lenses and specialized variofocals

**Personal Advice** is the core of any opticians sales process.

With Instore Product Guides, this advice is optimized and 24/7 available where it is needed.

**Features of Digital Advisor**
- asks **all relevant questions**
- **dynamic sales conversation** for e.g. *Distance Glasses* versus *PC-worker Glasses*
- illustrations for great **feature marketing**
- **quality-assured** recommendation behavior: tested by leading opticians

**Detailed advise on all relevant features**

- digital Product Guide makes sure that **all relevant topics** are covered
- user can not only select topics, but also **define his priorities**

**BRILLENGLAS-ANFORDERUNGEN SONNENBRILLE**

Neustart     1 2 **3** 4 5 **O**     Ergebnis →|

Wie wichtig sind in Ihrem Alltag die folgenden Sehbereiche der Brille?

| | | | |
|---|---|---|---|
| Ferne | **viel** | mittel | wenig |
| Mitte | viel | mittel | wenig |
| Nähe | viel | mittel | **wenig** |

Wie wichtig sind Ihnen die folgende Eigenschaften?

| | | | |
|---|---|---|---|
| blendfreies Sehen | ⓘ | sehr wichtig | weniger wichtig |
| bruchfester | ⓘ | **sehr wichtig** | weniger wichtig |
| beste Beschichtung | ⓘ | sehr wichtig | weniger wichtig |

**Blendfreier Sehkomfort**

Um ein bestmögliches Sehen bei z. B. blendender Sonne, bei regennasser spiegelnder Fahrbahn oder bei Kunstlicht zu gewährleisten, sind diese Brillengläser entspiegelt und bieten somit eine Minimierung an störenden Reflexionen.
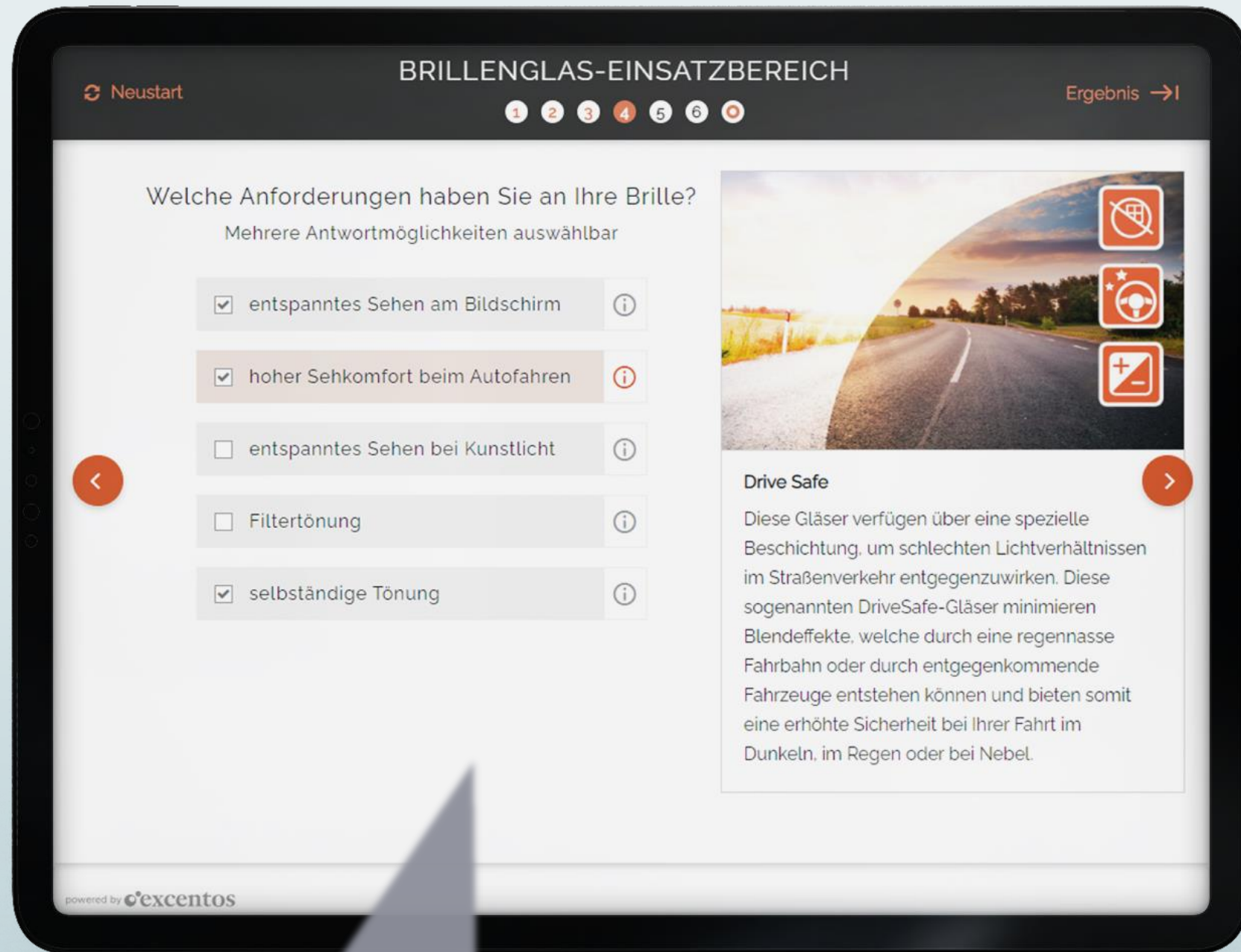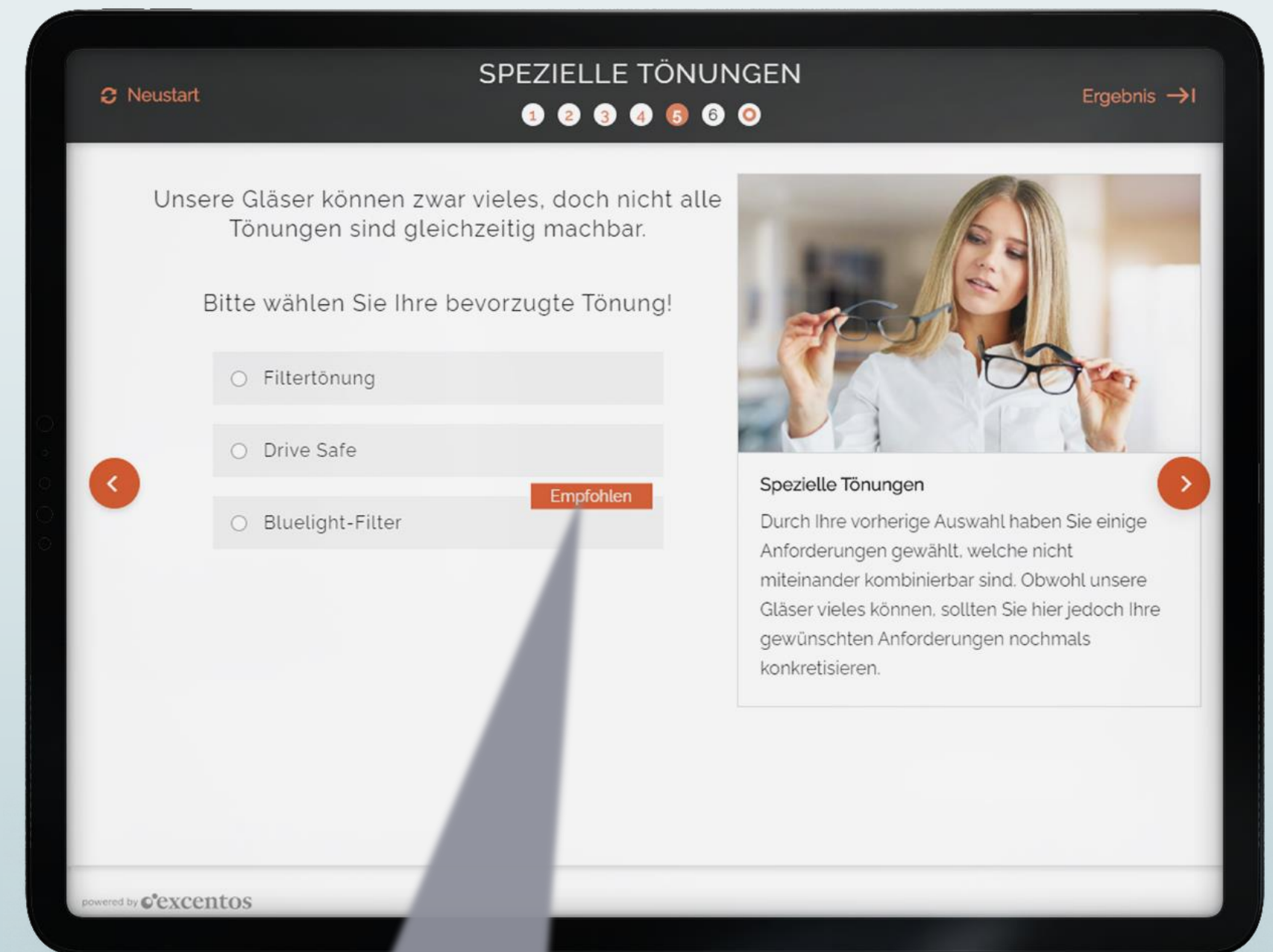
powered by **excentos**

**Meaningful explanation content**

- explains features
- can integrate text, images and video – ideal also to easily explain features
- supports **upselling**

**excentos**

**Advise on the use case**

- makes sure to select products that **perfectly match the user's needs**

- user can also select **multiple answer options → cross category**

**Resolve conflicts**

- if the user selected options that are **not compatible**, the Product Guide explicity resolves the conflict

- **active guidance** brings the user to **best recommendations**

excentos

Promoting **sales strategies effectively across all stores** is a game changer – and sales reps can now focus on **style and customer-centric ommunication** instead of only finding the right glass.

"Our goal is to increase our sales price across all stores up to 15% thanks to the Product Guides. We're almost there and don't want to exceed that goal due to our market position as low-prices optician."

» Martin Blome, Head of Stores, pro optik

# Sales Success in numbers

Improvent of sales process with Digital Instore Product Guides, 6 months usage data

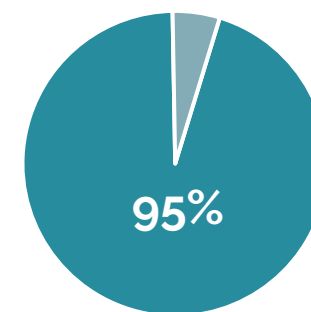## units sold

**+ 4,5 %**    up to **+ 8 %**

Numbers of eyeglasses sold thanks to better **conversion rate**

## sales price

average **+ 8,4 %**    up to **+ 14 %**

Generated by **upselling and feature marketing**.
Top stores that used the Product Guide more **consequently** achieved + 14%.

## satisfaction

**95%**

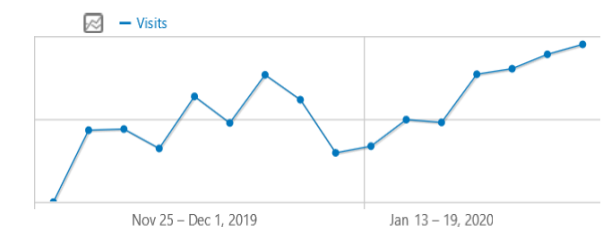Some were sceptical before launch, but now 95% satisfaction at sales reps and customers

## margin

**ca. 40 - 100 TEUR**
p.a. per store

More margin due to **increased revenue and upselling**.

## more traffic

Visits Over Time

— Visits

Nov 25 – Dec 1, 2019    Jan 13 – 19, 2020

Rollout and increased adoption.

5

excentos

# Valuable User Profiles

Answers to the question: What kind of glasses are you looking for?
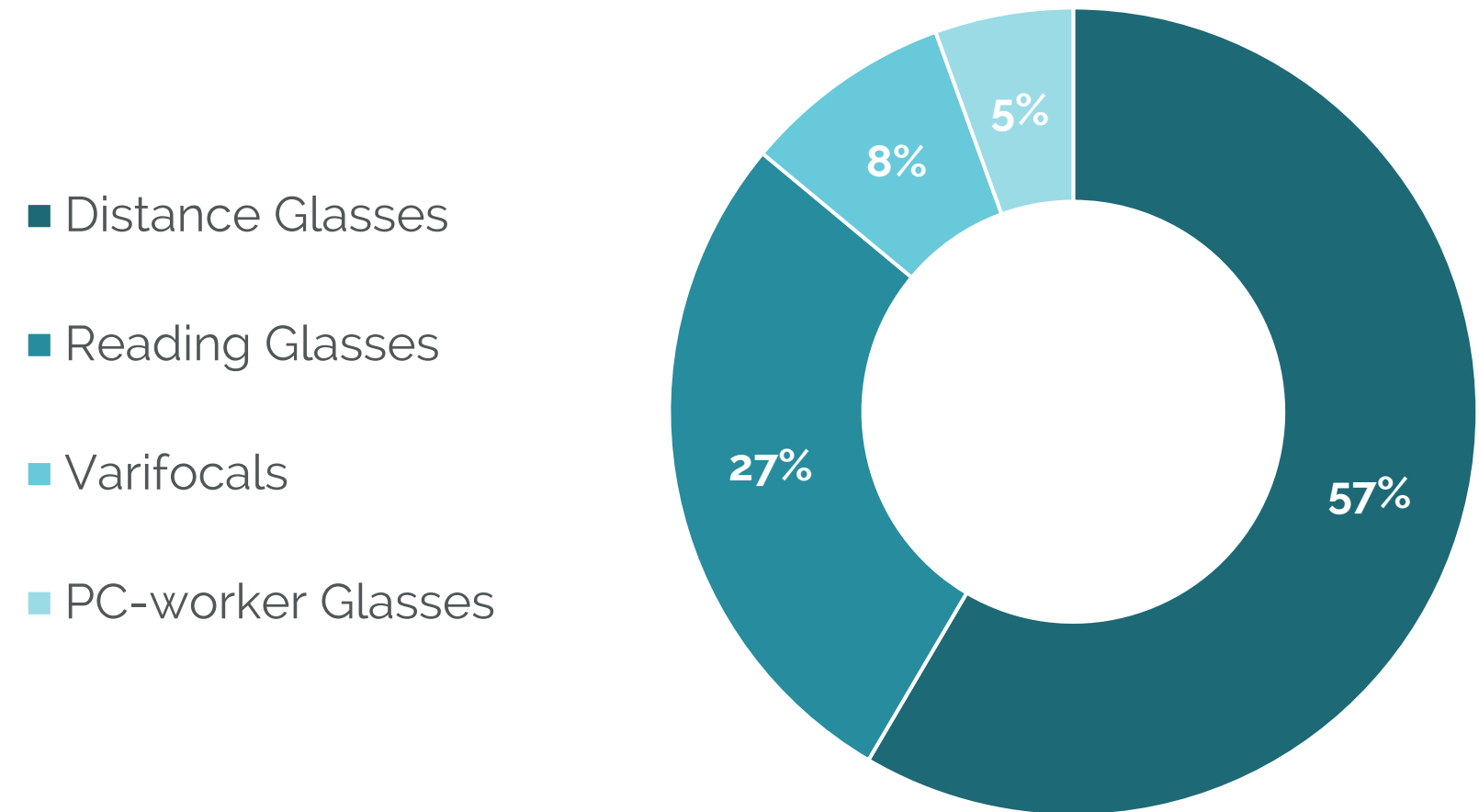
## Stay up-to-date with your sales process

Product Guides gather data about the performance of sales staff and show which are the busiest business hours. Thereby, they help to better use available resources.

Product Guide sessions over the day
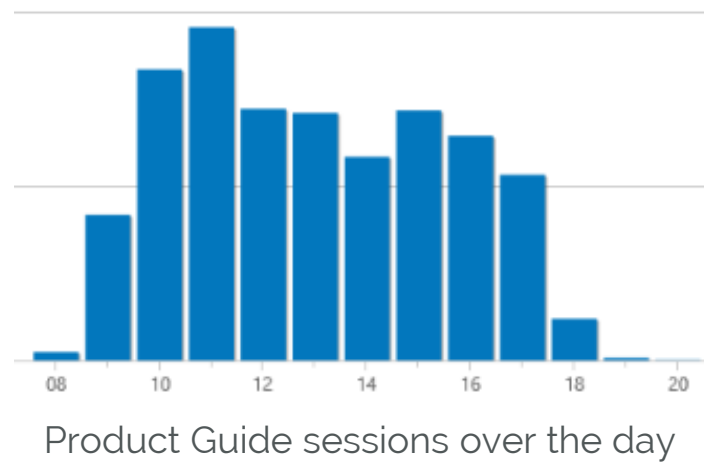
The tool collects data about every question and answer option and creates valuable insights in trend developments and user preferences.

- Distance Glasses
- Reading Glasses
- Varifocals
- PC-worker Glasses

5%

8%

27%

57%

The valuable user profiles make it possible to identify purchasing trends and optimize the sales and marketing strategy.
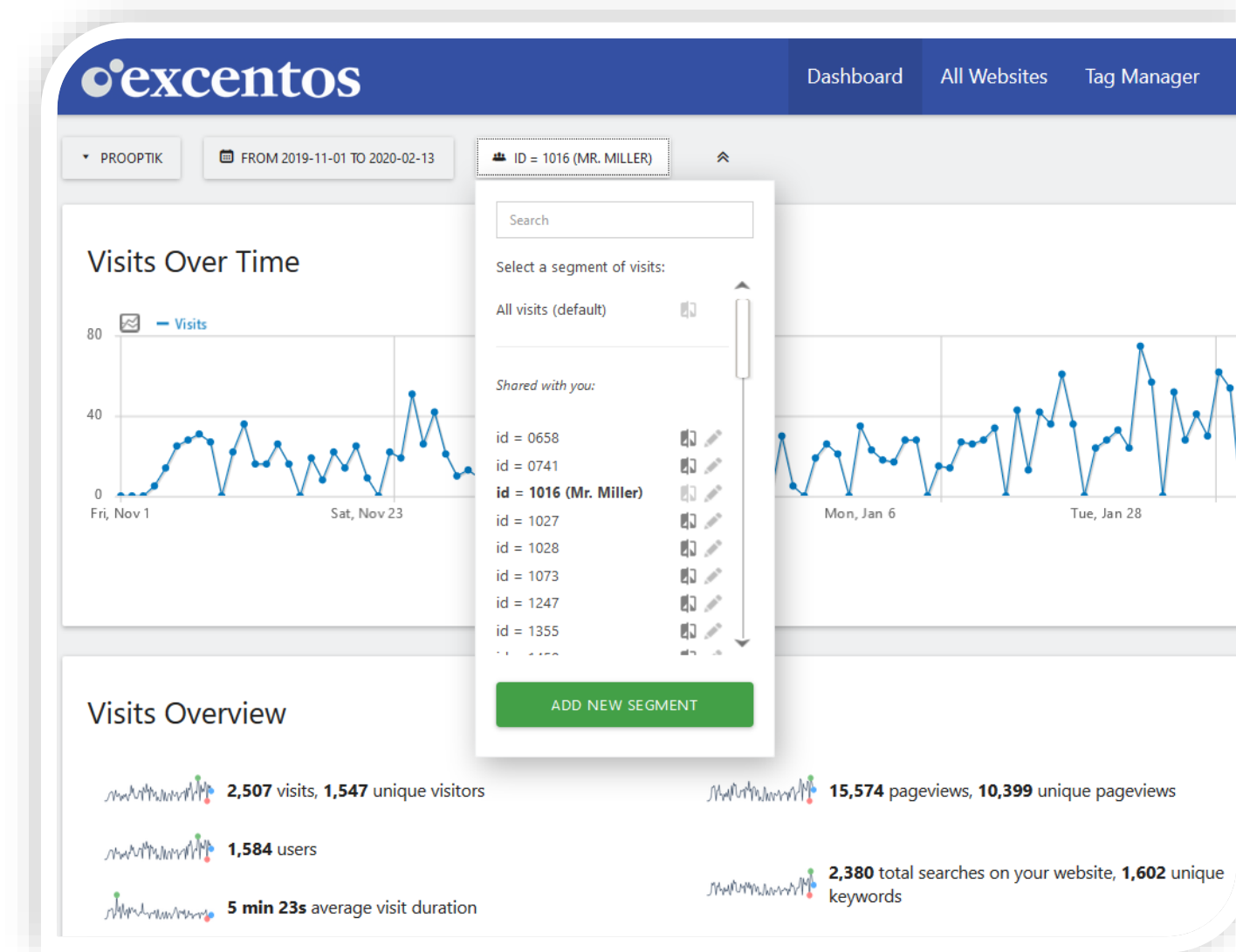
excentos

# Analyze sales staff activity

Full insights into activities and behavior of your sales staff provides new possibilities for monitoring, controlling, training and optimization of customer satisfaction.
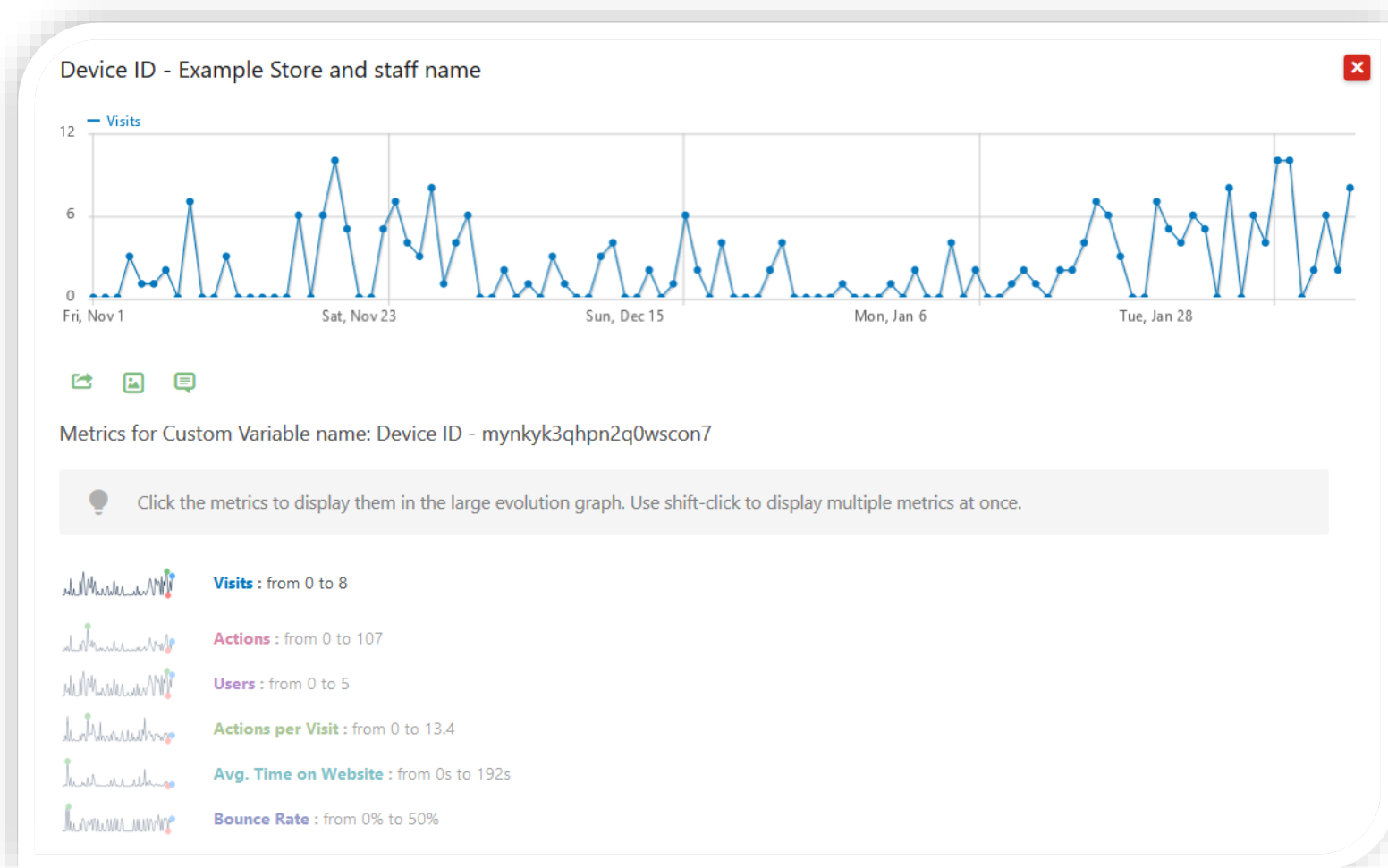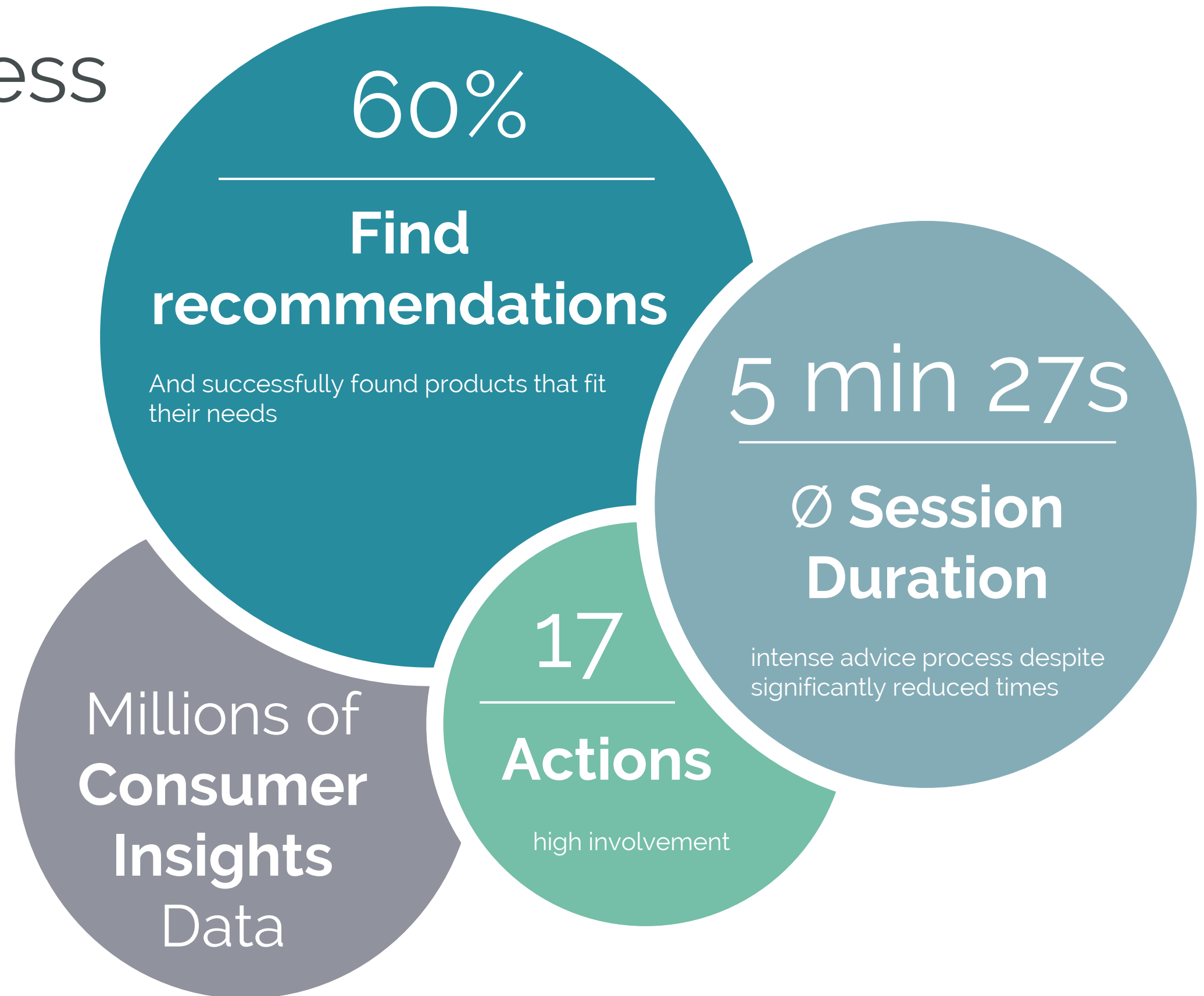


# Track KPIs per sales rep

Every report and success figure can be drilled down to your sales reps to measure their conversation flows and sales KPIs.

# Measurable Success

Which key figures and conversion values did the Product Advisor achieve?

- **60% find recommendations**

  and completed the adviser process, receiving personalized product recommendations which were perfectly tailored to their needs

- **Extremely high session duration of over 5 minutes**

  high brand exposure and a chance to browse the entire product range – but still significantly faster to perfect results

- **High involvement with 17 actions**

  show a very high interest in features. At the same time, excentos collects consumer insights.

- **More features and products shown**

  Advisor makes sure all relevant features and products are presented and explained to your customers.

## 60%
### Find recommendations

And successfully found products that fit their needs

## 5 min 27s
### Ø Session Duration

intense advice process despite significantly reduced times

### Millions of Consumer Insights Data

## 17
### Actions

high involvement

High **quality of sales advice and customer service** – also for **less experienced** sales reps

8

o'excentos

# Success Factors Instore App

1. train sales staff to effectively integrate Digital Advisor into sales conversation

2. use Digital Advisor as support, but add own experiences and sales techniques

3. monitor usage and success figures of Digital Advisor and discuss with sales staff

4. actively use Advisor's recommendations and feature marketing for Cross Selling and Upselling