

ESSILOR

Customer Success Story



Essilor is the largest manufacturer of ophthalmic lenses in the world. Based in Paris, the EssilorLuxottica group had revenues of €14.4 billion in 2020. With an R&D presence in three continents, Essilor is at the cutting edge of innovation: its Varilux brand was the world's first lens to allow for clear near, intermediate and far vision. One of the main objectives of the group's digital transformation is to communicate its branding and health message more clearly to the millions of people who wear its products.

Why Ibexa DXP?

The project to bring the fragmented European market under the umbrella of a cohesive Essilor brand and SEO was an ambitious one, yet its largest markets went live on Ibexa DXP, just a few months after project kick-off. Content, design and marketing campaigns can now be deployed across the European market very easily, even for teams with small or non-existent digital teams.

The user-friendliness of Ibexa DXP also ensured that the country lists of partnered opticians could be built and amended quickly. The personalization functionalities nurture the marketing and educational touchpoints of a customer journey that is often complex and extended.



Challenges

- Consolidate highly fragmented product messaging
- Bring together 22 markets and multi-lingual sites on one system
- Enable fast and flexible distribution of local and personalized content
- Implement platform that was intuitive across a range of digital maturities
- Create store locator and booking functionalities to drive footfall to partnered opticians



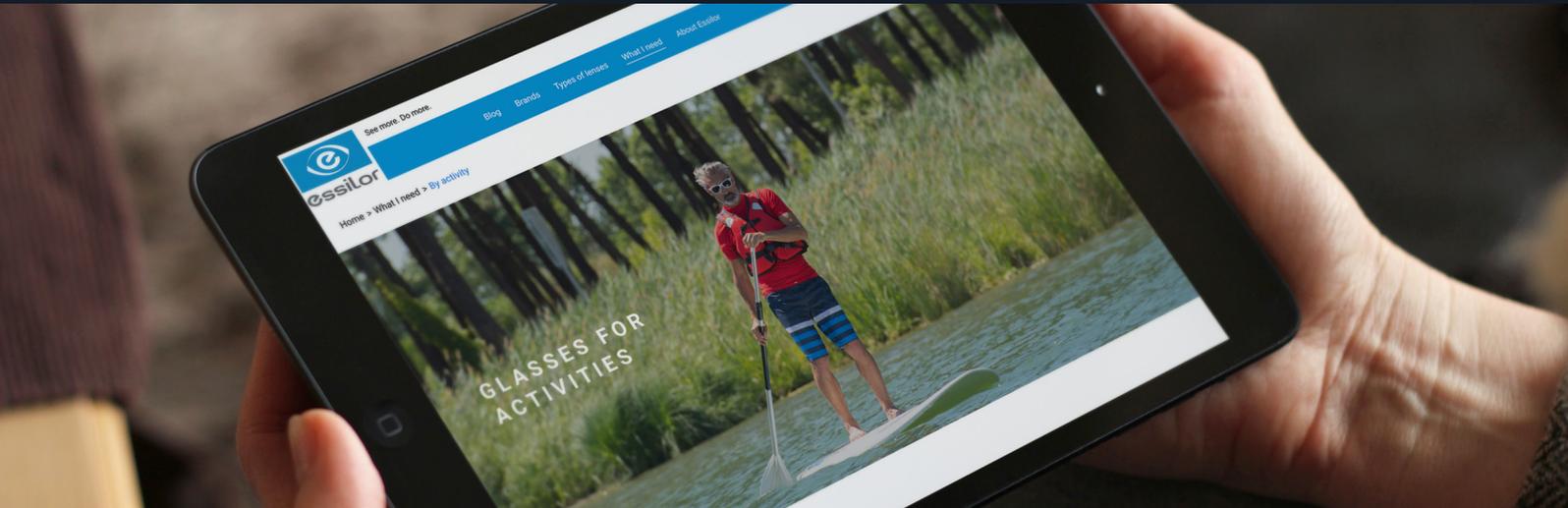
Project Summary

- Design sprint led to development of MVP
- Agile and scrum approach for incremental development of platform
- Rapid timeline from design to live phase
- Ibexa DXP scaled to 16 markets



Business Benefits and ROI

- Project on schedule to reach ambitious target of 22 new sites by the end of 2020
- New content deployed rapidly and consistently across range of different languages and product offerings
- Persona segmentation builds engagement through pre-automated customer journeys
- Increased footfall for partnered opticians
- Configurator will add interactive element and boost site stickiness



Efficiently deploying a complex, digital ecosystem across geographies

In 2018, when French ophthalmic lens maker Essilor took the important step of migrating its European markets to a Digital Experience Platform (DXP), the business faced three challenges.

The first was brand awareness. Opticians of course were very well-informed about the different Essilor products, but the end-users – and there are millions of them just in Europe – knew next to nothing. We wear glasses to correct our vision, not to make a fashion statement with the frame, yet it is this aspect of the purchase that is all-consuming. When it comes to the prescription lenses most consumers are happy to go along with the optician’s recommendation.

Essilor spends more than €200 million a year on R&D, and so it does have an important story to tell about its product innovations. The varifocal lens was invented by Essilor in 1959 and today, its Varilux ranges deploy cutting-edge technologies to correct near to far vision for every activity, every lifestyle, every customer.

But customers are seldom aware of this product choice.

The second challenge that confronted Essilor was the complexity and fragmentation of its online presence in Europe. Twenty-two markets, almost as many languages, with a huge range of digital maturities within divisions selling different products, and a brand message fractured across 75+ Essilor market and product sites, not to mention those of partnered opticians from Dublin to Dubrovnik.

ibexa has enabled us to adapt and scale a website that is forever growing, iteratively improving, for every country within our global architecture

Adam Healey
Head of Digital Projects
Essilor





Communicating from Business to Consumer to Business (B2C2B)

The third and possibly most crucial challenge was to support these opticians by driving consumers from the Essilor site to the (nearest) store. “In that sense, we are a B2C2B business,” says Adam Healey, Essilor’s head of digital projects. “We don’t typically sell to the end user, but we inform them about our brands, we advertise our brands to them, and then give them quick and convenient access to a retail outcome – the optician.”

Crucial to the success of the project was not just the store locator for each country but also the ability for each of these markets to easily upload their lists of partnered opticians – “and amend them very quickly,” Healey adds.

Essilor and its technology partner Kaliop selected a DXP that was flexible, scalable, intuitive and powerful enough to meet the three objectives: Ibexa DXP. Ibexa was a trusted vendor because seven of the larger European sites were on eZ Publish already. This influenced the investment decision although not the actual project which saw Essilor re-starting from the ground up.

“From a technical point of view, we really started from scratch,” comment Nicolas Perez from Kaliop. “Only certain customised backend modules have been partially retained [from the original build in eZ Publish].”

Healey concurs. “I think it’s fair to say that we changed everything at the beginning of this project,” he says. “Not only were we changing the way we share our content, educate consumers, we were fundamentally changing our way of presenting our products and our visual solutions and how to help consumers find opticians.”

After a three-day design sprint, implementation of the new designs began in late 2019 with the Essilor markets already on eZ Publish. Since then, a total of 16 countries have been brought on to Ibexa DXP – each with a store finder that allows customers to book an appointment for an eye test and/or fitting through the Essilor website.

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Scalability: Forever Growing the Website

The target is to have integrated all European markets by the end of 2020.

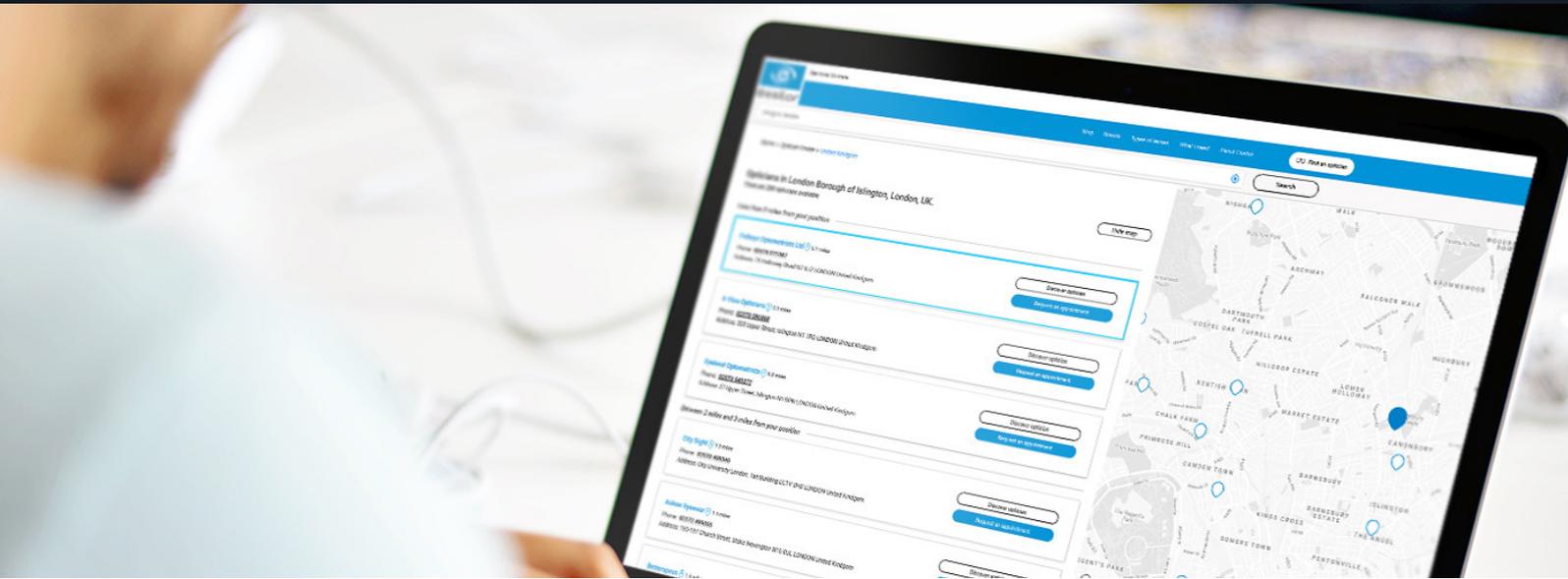
The outcome is that whenever Essilor releases a feature or design, it will be integrated to all the European sites, in the local language, the moment it is deployed globally. "So fundamentally Ibexa as a piece of technology is allowing us to adapt and scale a website that is forever growing, iteratively improving, for every country within our global architecture," says Healey.

A crucial aspect of this is content delivery. The markets are notified when new content, new product pages or a campaign landing page are available from the content library; the web masters or product owners can quickly localize this content which is then multi-positioned on a content subtree. "Not every CMS provides this level of functionality," says Healey. "Before Ibexa DXP all this was all done through Google files. You send it to the local teams and lose track of who's done what."

But a DXP needs to be fluid and contextual too. "With Ibexa DXP, our teams have the flexibility to quickly build content that is right for their markets," says Healey. "What Ibexa DXP enables us to do is not only build the templated pages, but also leverage the landing page editor to drag and drop components to allow local web masters or product owners to tell their stories, whether that's through a campaign, whether that's through local storytelling and many other ways of delivering that marketing story."

Essilor marketers know that site visitors are usually not ready to visit an optician immediately. "That just doesn't work in our industry," says Healey. This longer customer journey gives Essilor the opportunity to empower its customers with detailed product knowledge about the lens that is right for them. "We need to collect data to help us build a relationship with them," says Healey. "We want to give them a reason to come back to our website when they are ready to book an appointment."

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Personalization Crucial in Engaging Users & Building Better Customer Experiences

To help bring an element of stickiness to the site and give Essilor a lot of valuable insight into customer behaviour, Healey is working closely with Kaliop to develop an interactive configurator for the site. "There is an infinite amount of use cases and personas for lenses because everybody at some point needs a lens," says Healey. "So how do we, from a marketing point of view, segment our communication with our customers?"

Essilor will use the data that comes in to build pre-automated journeys on Ibexa DXP. The power of personalization will increasingly engage customers with the site and lead to more bookings with partnered opticians – something that was already happening before the Corona pandemic in March 2020 forced the closure of all shops.

This is how Healey sums up the success of Essilor's collaboration with Ibexa. "When we think about the webmaster, not only do they get features every time we release something in every country, they're also able to add content to templates and edit landing pages using the Ibexa technology. This flexibility enables us as a company to, scale, to test, to be innovative and entrepreneurial with our content creation using Ibexa DXP."

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An Ibexa Silver Partner, the Kaliop group specializes in digital transformation and innovation. Having experienced continuous growth since its creation in 2002, the group now has nearly 200 digital experts on several continents. Thanks to its comprehensive digital and business expertise, it offers a global solution to its customers and partners alike.

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