

Essilor

Essilor Increases Business-to-Business and Business to-Consumer Revenue With CRM (Customer Relationship Management)

The Challenge

Belgium is one of Essilor's most competitive markets in the world. The independent optician is the most profitable channel for Essilor because of higher consumer prices.

However, these independent shops had no ability to compete with large enterprises, with little to no time to spend on marketing activities.

Essilor needed to implement a strong CRM vision and strategy to make these independent opticians survive when pitted against the larger players in the marketplace in order to maintain the lucrative sales channel they provided to Essilor.

Approach

Setting up the B2B Program. Essilor wanted to maintain its strong position with its independent opticians. Essilor identified the following clear project objectives and benefits:

- Help independent opticians compete and survive with larger players in the marketplace to soften their push on better buying terms and conditions from Essilor
- Help the independent opticians in their contact and marketing capabilities with their consumers
- Increase the size of the loyal independent optician base
- Increase customer satisfaction
- Accomplish these goals with minimal capital investments and a win-win relationship of value that would attract independent opticians to participate in Essilor's campaign.

Each optician is free to define himself up to 20 variable fields in order to create his own corporate image, lay-out and message differentiating him from his competitors. The merge of the different data files (opticians, customers, messages, incentives) is performed by Loyalty Lab. Publmail is in charge of the translation of these variables into unique mail packages.

Results

B2B Segment

- Market share of Fidelis opticians increased from 29.9% to 38%
- Revenue increased per Fidelis optician by 14%
- The number of Fidelis opticians increased substantially.

B2C Segment

- Brand awareness rose from 69% to 74% (aided)
- Increase of 100% in total customer base since start of program
- Decrease of average replacement time by 100 days

The success of the program is convincing Essilor branches in other countries to set up a similar program.

Customer : Essilor
Product : Varilux

Agency : Loyalty Lab

One of the leading players in Europe in the area of CRM, with specific focus on the multi-phase distribution sectors (CRM Excellence Award). Loyalty Lab realizes the link-up and co-ordination of Sales & Marketing and IT operations.

Contact : Paul Bosmans
 Tél : +32 2 648 83 81

Digital Printing / DM office : Publmail

A leading Belgian fulfillment specialized in Direct Marketing & Administrative Mail application.

Contact : Bart Van Deuren

Software :

C++, SQL database and a powerfull PDF DLL

Hardware :

Xerox Igen3 110 ppm with DocuSP rip

Optician's details
 DELHAYE VISION
 Avenue Georges Henri 375 - 1200 WOLUWE-SAINT-LAMBERT
 Tél. 02 736 83 74
 delhaye.vision@skynet.be
 Ouvert du lu au ve 9h-12h et 14h-18h30, le sa jusqu'à 17h

Optician's category
 Opticien

Optician's logo
 DELHAYE vision

Consumer's details
 Monsieur Marc Sempie
 Rue Exemple 1
 1234 ExempleVille

Sending place & date
 Woluwe-Saint-Lambert, le 8 octobre 2007

Consumer's civility
 Prenez soin de vos lunettes et de vos amis!
 Cher Monsieur Sempie,

Offer's validity Date & Premium
 Offrez-lui le chèque-cadeau ci-joint. Et si il ou elle l'utilise, vous recevrez tous les deux une agréable surprise! En effet, si un membre de votre famille ou un(e) ami(e) utilise ce chèque-cadeau avant le 20 novembre 2007 à l'achat d'une nouvelle monture complète avec verres, vous recevrez tous les deux un ensemble parapluie-écharpe.

Optician's Name & signature
 Cordialement,
 DELHAYE VISION
 Michel Delhaye

Optician's category
 Opticien

Optician's logo
 DELHAYE vision

Offer's validity Date & Premium
 Contre remise de ce chèque-cadeau, vous et Monsieur Marc Sempie recevrez un ensemble parapluie-écharpe à l'achat d'une nouvelle monture et de verres avant le 20 novembre 2007.

Optician's details
 DELHAYE VISION
 Avenue Georges Henri 375 - 1200 WOLUWE-SAINT-LAMBERT
 Tél. 02 736 83 74
 delhaye.vision@skynet.be

Consumer's details
 Monsieur Marc Sempie
 Rue Exemple 1
 1234 ExempleVille

Chèque-Cadeau

Chèque-cadeau sans encaisser par :
 Monsieur Marc Sempie
 Rue Exemple 1
 1234 ExempleVille

Ce chèque-cadeau ne peut être échangé contre espèces.
 Remarquez-vous en magasin sur les conditions de l'offre.