

# Optical Express

## Optical Express Installs Synovate Retail Experience Customer Counting

### The Client

Scottish-based high street optician Optical Express is the fifth largest optical business in the UK and widely recognised as the fastest growing. David Mouldsdale founded Optical Express in 1991 in Leith, Edinburgh. Since then the business has grown rapidly and made several important acquisitions.



### The Reason

Synovate Retail Performance was initially selected to conduct an extensive 12 week trial in 5 core stores, working closely with Commercial Director, Hugh Kerr. The trial was declared a resounding success with Synovate able to demonstrate the use and value of traffic and conversion rate data at both tactical and strategic levels. According to Optical Express CEO and Chairman, David Mouldsdale; "The combination of Synovate's high accuracy technology and support systems with their professional and pragmatic approach to integration with our existing systems saw them awarded the rollout for 159 additional stores (176 in total) against stiff competition."

### The Benefits

Optical Express Commercial Director said; "The new insight provided by the Synovate Retail Performance system makes for a potent addition to the monitoring of our business levels and our ongoing success in a highly competitive market. Only Synovate was prepared to guarantee not only the accuracy level we need from the data, but also a rapid response system response integration and rollout programme."

### The Conclusion

According to Dominic McGuinness, Commercial Director at Synovate Retail Performance: "We're delighted to have met the high standards demanded by Optical Express. The dual offer of both retail and service in in-store makes for a complex shopping environment, one that is demanding on the retailer. Customer counting will help simplify and refine customer-centric processes at Optical Express by building up precision knowledge of shopping traits. They are obviously committed to significant investment in the long term future of their optical group."

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