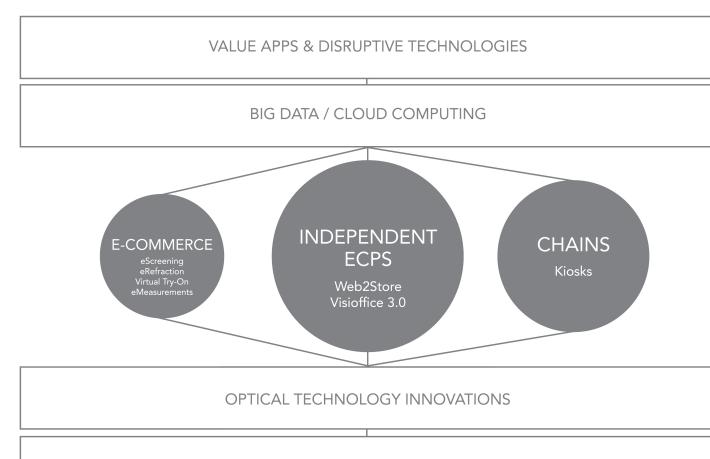
## OMNI-CHANNEL OPTICAL



Roy Hessel 03-21-2014



#### OPTICAL RETAIL ECOSYSTEM



E-COMMERCE PLATFORM (incl. CRM, PAYMENT,...)

#### OPTICAL RETAIL ECOSYSTEM

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## MEET THE NEW OECP (OMNI-ECP)



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# MEET THE NEW OECP (OMNI-ECP) GREATER **LOW COST CUSTOMER** TO SERVE **ENGAGEMENT** HIGHER **RETENTION BETTER** QUALITY OF LIFE

# MEET THE NEW OECP (OMNI-ECP) GREATER **LOW COST CUSTOMER** TO SERVE **ENGAGEMENT** HIGHER RETENTION **BETTER** QUALITY OF LIFE **GROW THE MARKET**



THANK YOU