



550+ location retailer

Client Overview

The **550+ location retailer**, a subsidiary of one of the largest retailers in the world, with locations in the U.S. and Puerto Rico, operates as a limited-item business model, offering members quality products at an exceptional value unmatched by traditional retail. In addition, the retailer provides a variety of member benefits and services, including home and auto services, pharmacy, imaging services, and travel and entertainment. Another convenient product and service the retailer offers are great deals on a wide variety of high-quality glasses, contact lenses, eye health supplements, and exams via its optical centers.

The Need

The retailer needed to take a more innovative approach to display its eyewear and optical services. This meant that the retail giant would need to find a better way to communicate member benefits, ridding static panels and opting for digital signage fixtures and interactive kiosks where customers could learn about the different optical options and add-ons.



550
all Optical Centers
specialized app is
deployed in



231
Digital panels
deployed

The Solution

- Velocity developed a **specialized app** for the optical center and **deployed it within all 550 locations**. The app walks the customer through building a custom pair of glasses that fit their style and vision needs. The experience is conducive for associates and shares helpful information on available quantities and options.
- Velocity also upgraded the static promotional signage and **deployed 231 custom digital panels** to communicate with the optical center's members quickly and effectively.

The Results

Increased operational efficiencies: Utilizing the updated app developed by Velocity, the retailer's members can now browse optical products and add-ons to add to their cart. At the same time, associates have a seamless experience checking on order statuses and preparing the customer for checkout.

Customized Solution: Velocity partnered with Memomi, a digital mirror software company with which the retailer was working. Working with Memomi enabled Velocity to build capabilities on the app, allowing customers to browse, try on eyewear virtually and provide virtual measurements via the iPad. Integrating the virtual try-on feature created efficiencies all around. As a result, customers feel educated and enabled to use this comprehensive tool, which has minimized wait times and created a better customer experience.

Elevated brand image: Velocity deployed eye-catching digital display panels to communicate quickly and effectively with the optical center's members and developed a more innovative approach to display eyewear and optical services. These technology upgrades reflect the retailer's overall brand image to consumers. In addition to communicating value and variety, these technology enhancements elevate the optical department's look and feel.

Today

Velocity has proudly served this **550+ location retailer** with enterprise solutions since 2020, providing iOS application development and VDS panel installation in the optical department. Velocity has steadily **deployed the app within all 550 optical centers**. Now that the app is fully launched, the focus is on expanding functionality and adding enhanced features, as well as continuing our digital display deployment in the remaining optical centers.

Today, Velocity focuses on providing innovative and customized solutions, delivering superior customer interactions, and increasing business opportunities with the retailer. Velocity and the retailer have a newly established relationship, and we are committed to building brand trust. With this, Velocity is working on an upcoming concept in the pharmacy departments that will involve interactive kiosks in 33 sites, scheduled to be completed in mid-2022.

