

Case Study

Customer: An international company providing eye care service, affordable glasses and contact lenses to a number of countries in Europe and across the globe.

CT100 provided the mobility and ease of use to improve service.



SITUATION

A leading optical retailer — with over 1,500 locations in ten countries — wanted to improve the customer journey in their stores, offer more one-on-one personal and interactive service, and engage their customers with technology that calculates critical measurements for proper fit. To achieve their goal would require using tablets with a specially designed software application. Critical to the program was the ability to charge the tablet as well as fast and easy tablet mobility.

INVUE SOLUTION

After reviewing a number of products, the CT100 was selected for its ease of use, powering capability and instant mobility.

“CT100 was great for us due to its ease of use.”

Our customer reported, “CT100 was great for us due to its ease of use.”

Another key factor important to the customers’ decision was their requirement to work with a company that could support them globally in the countries where they operate.

As part of the process to win this new customer, InVue participated in a comprehensive competitive product review. We ultimately won the business because in the words of the customer, “none of the competitive products measured up to the InVue solution.”



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The selection of the CT100 has also opened the door to a broader discussion about the many benefits of the IR Ecosystem™. To leverage their investment in InVue, this customer has expressed interest in Smart Lock to

They were impressed with InVue's broad range of solutions that, in their opinion, are the best available and equally impressed by the range of the IR Ecosystem.

they are better suited to deliver the innovative experience their software application provides. Along with a better customer experience they realized reduced costs and increased revenue. Additionally the CT100 provided an ROI in less than 2 months. Although they are not willing to quote figures they have indicated that they are, ***“very pleased with the sales uplift.”***

Our customer reported a 25% reduction in wait time for their customers and an ROI in less than two months.

secure, and provide easy access to, merchandise in their locked cabinets.

Another thing that set InVue apart from competitors is InVue innovation.

RESULTS

CT100 has performed as promised. Our customer reported a 25% reduction in wait time for their customers. They confirmed that with the CT100

Based on the overall test store performance of the CT100, our customer has extended the program to multiple locations.

