



# From online store to multichannel strategy

240,000

products

60,000

website visitors a day

10+

online stores



## CHALLENGE

- Migrate 240,000 products from the old platform to Intershop
- Enable virtual shopping via webcam or photo upload
- Create a consistent presence across all touchpoints—smartphone, PC, and offline store

## SOLUTION

- Intershop Commerce Platform as a robust platform for online stores
- Platform is integrated with the Microsoft Dynamics NAV ERP system
- Intershop Product Information Management (PIM) ensures consistently high data quality
- Personalized and convenient customer experience across all channels
- More purchases per visitor—thanks in part to highly personalized promotion pages

## ABOUT MISTER SPEX

Mister Spex is Germany's biggest online optician and one of the largest in Europe, operating in eleven countries and getting an average of more than 60,000 website visitors every day. In addition to contact lenses, the Berlin-based company offers its over two million customers the most extensive range of directly available brand-name glasses and sunglasses in Europe—all at excellent value for the money.

[www.misterspex.com](http://www.misterspex.com)

## A clear view ahead

To pave the way for further growth, the company needed to replace its existing proprietary store solution with scalable technology that would support quick, easy, and cost-effective expansion to help deliver its growth strategy. Given the increasing complexity of the business, Mister Spex opted for the Intershop Commerce Platform. This platform allows additional functionalities, sales channels, and new national web stores to be implemented as required with maximum ease and without any interruption in service. The benefits of the new platform became evident as soon as Mister Spex began not only rolling out the various new national websites but also opening brick-and-mortar stores.

Who would have thought just a few years ago that it would be possible to sell glasses online? By leveraging technology that enables customers to try on glasses virtually and search using a variety of filters, such as width and face shape, Mister Spex has tapped into a whole new market segment. Customers navigate their way through the huge range of products by specifying their individual requirements and preferences, with the site guiding them quickly and easily to the perfect pair of glasses. Using a computer, tablet, or smartphone, customers can try on their chosen glasses virtually in 3D with the aid of a webcam or an uploaded photo. After selecting



the frames, customers can then choose their preferred lenses and add extras like special tints or protective coatings. Wish lists let customers save products they have viewed and add favorites, such as contact lens care products, for quick and easy reordering.

## A look behind the scenes

Migrating Mister Spex from the old system to the new platform involved transferring the details of 240,000 products, 2 million customers, and 2.3 million orders.

To keep on top of ever-increasing volumes of data, it is advisable nowadays to use a product information management (PIM) system, which enables all product data to be managed and updated centrally

and forwarded to all sales channels, whether web stores or brick-and-mortar outlets. Extensive filter options let customers carry out very specific product searches and view the relevant images, descriptions, and prices. The Intershop Commerce Platform's options for integrating data from third-party systems help Mister Spex communicate in real time with its inventory management system, thus ensuring that all product data is always up to date. The platform also allows seamless access to an extended order management system, which provides information on product availability, delivery times, order processing, returns, and payment.

### Full omnichannel is a winning formula

Content is customized depending on how customers access the online store. Responsive design ensures optimal display and thus a user-friendly shopping experience on both desktop PCs and all mobile devices. The mobile website also offers simplified payment and search functions in line with users' navigation behavior. Understanding specific customer expectations is fundamental to achieving a high level of customer satisfaction. Accordingly, Mister Spex analyzed how customers interact with the website and adapted the online ordering process based on the insights gained. The changes include the ability to recommend similar products during the purchase process, which customers can sample at home.

The seamless shopping experience doesn't stop there. In-store sales advisors are equipped with point-of-sale electronic notebooks that are linked to the Intershop Commerce Platform. The application is based on the online store, but also has additional functionality. It allows customers to show their online searches to sales staff and talk to them then and there about the glasses they have chosen. Customer data, such as lens prescriptions, is also readily accessible, if required. Payments can be made via an integrated checkout facility using a credit card. This sales support application enables sales staff to advise customers efficiently and thus boost customer satisfaction.

### Visible results

In the first few months alone, the retail store welcomed thousands of visitors every day—not least because customers are now able to link their in-store product searches to their online shopping experience. They can choose a selection of products in-store and then complete the order online at home or on their smartphone, maybe after asking their friends for an opinion. Orders can either be delivered to the customer's home or collected from their local store.

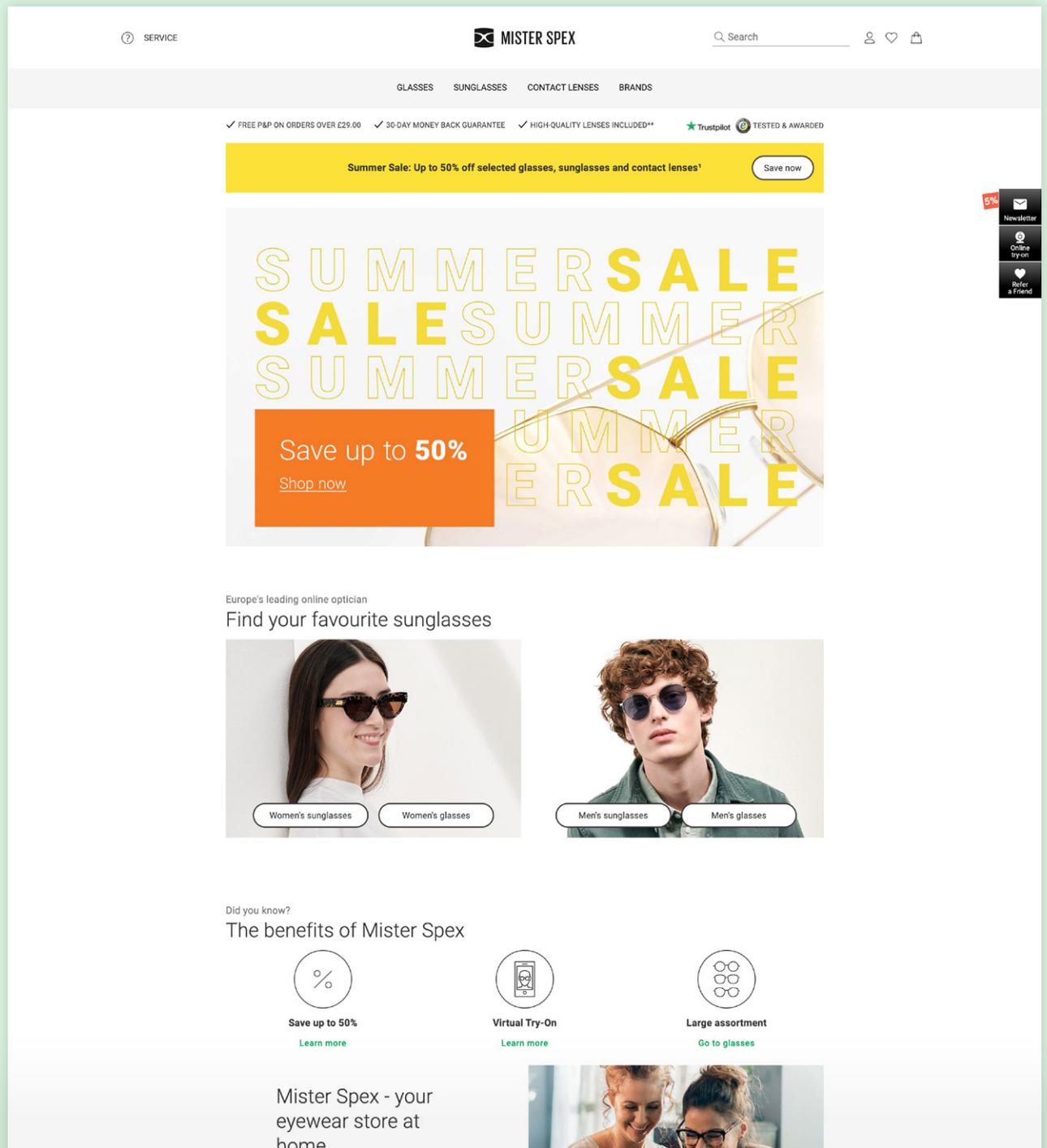
The new website has significantly accelerated Mister Spex's growth. The company is now able to present a range of over 9,000 different models of glasses to its customers, in line with its aim to provide a personalized and user-friendly shopping experience.

“Our plans to grow the business internationally meant we had to switch from our in-house store solution to a platform that would meet our complex technical needs: stability, scalability, and fast international roll-out. The Intershop Commerce Platform is 100 percent what we were looking for—and we're convinced that Intershop is the best possible partner to help us achieve our ambitious goals.”

**Dirk Graber, CEO, Mister Spex GmbH**

Mister Spex is further increasing conversion rates through the use of extensive live A/B testing and by offering highly customized landing pages. This allows it to better understand customer preferences, which in turn helps it to further refine customer-specific offerings.

By switching to the Intershop Commerce Platform, Mister Spex has taken a strategically important step toward supporting future growth and successfully implementing innovative business strategies, such as the opening of its first dedicated store in Berlin. This means the company will avoid having to move to another platform again in a few years. The successful store opening in Berlin laid the foundation for further expansion, and there are now more than 40 brick-and-mortar outlets in Germany, Austria, and Sweden. Mister Spex also successfully operates online stores powered by Intershop in France, Germany, Austria, Switzerland, Spain, the Netherlands, Belgium, the UK, and Scandinavia.



## ABOUT INTERSHOP

## Always nearby



Intershop is the engine that drives digital commerce. Our powerful B2B e-commerce platform enables the world's leading manufacturers and wholesalers to transform their business and increase revenue in a digital-first world.

Our cloud-based solutions give you an essential foundation for digital success, plus the flexibility to deliver

unique experiences and quickly react to changing needs. With a global presence and extensive partner network, we support your success every step of the way—creating opportunities to scale, innovate, and gain a competitive edge.

Intershop is built to boost your business. Discover what we can do at [www.intershop.com](http://www.intershop.com).

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[www.intershop.com/en/locations](http://www.intershop.com/en/locations)  
[info@intershop.com](mailto:info@intershop.com)