

GrandVision's View Of A Digital Future



GrandVision knows the importance of having a clear vision of what's ahead. A global leader in optical retailing, their established brands such as Vision Express, Pearle, Eye Wish, Apollo-Optik, Synoptik and GrandOptical, help millions of customers see more clearly every day.

While GrandVision may be best known for their 7,000+ brick-and-mortar stores, it's easy to see that digital experience will be an increasingly large part of their success – both in terms of online commerce and also digital influencing physical store sales (e.g. omni-channel effect). GrandVision conducted a deep research into their customer journey to determine the customer pain points and unmet needs. They identified what was needed from a central digital commerce platform to enable a unique and creative customer experience for each of their brands using a single underlying tech stack and solve those needs and pain points.

One significant criteria stood out, the need for a front-end customer experience layer that is de-coupled from the business logic layer in order to give their 30+ brands across 44+ countries the freedom to create their own identity while keeping the back-end consistent for easy maintenance and scaling.

Critical Criteria For A Digital Platform:



A Cloud environment where the underlying engine remains the same for every brand, while the changing top layer differentiates.



An API-based platform with best-of-breed code and API libraries to fit their open innovation approach and drive scalability.



A decoupling of back-end logic and front-end design so each brand has freedom to create a unique identity.



An intuitive interface that gives marketing & eCommerce teams the keys to brand experience creation with the least possible dependence on IT

With these critical criteria in mind, GrandVision chose a combination of the BloomReach Digital Experience Platform (DXP) and the Commercetools "headless commerce" platform as the central engine of their digital channels.

"GrandVision represents the type of innovative retailer that will thrive globally by meshing online and offline customer journey including future channels such as virtual assistants or social selling. That fits exactly with our post-web DNA." said Dirk Hoerig, CEO of commercetools. "We are thrilled to help this dynamic company to handle its transactions in all 44 countries it's active in, with just one commerce platform."



BloomReach Experience (BRX) for Commerce is an easy to use, API-based DXP built for the commerce sector. It integrates easily with any existing systems and combines advanced search and merchandising capabilities with a super CMS, giving marketing, merchandising and IT teams the tools to create engaging, personalised experience for each visitor across all channels.



commercetools
Next generation commerce

commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. Our leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future. Our agile, componentized architecture improves profitability by significantly reducing development time and resources required to migrate to modern commerce technology and meet new customer demands. It is the perfect starting point for customized microservices.