

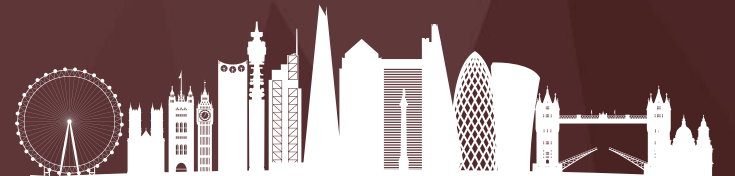
# [Omnichannel] Being Comfortably Uncomfortable: Designing Omnichannel Experiences that Convert Consumers into Customers



**CAROLYN MCKEEVER**  
Group Marketing Director,  
Specsavers



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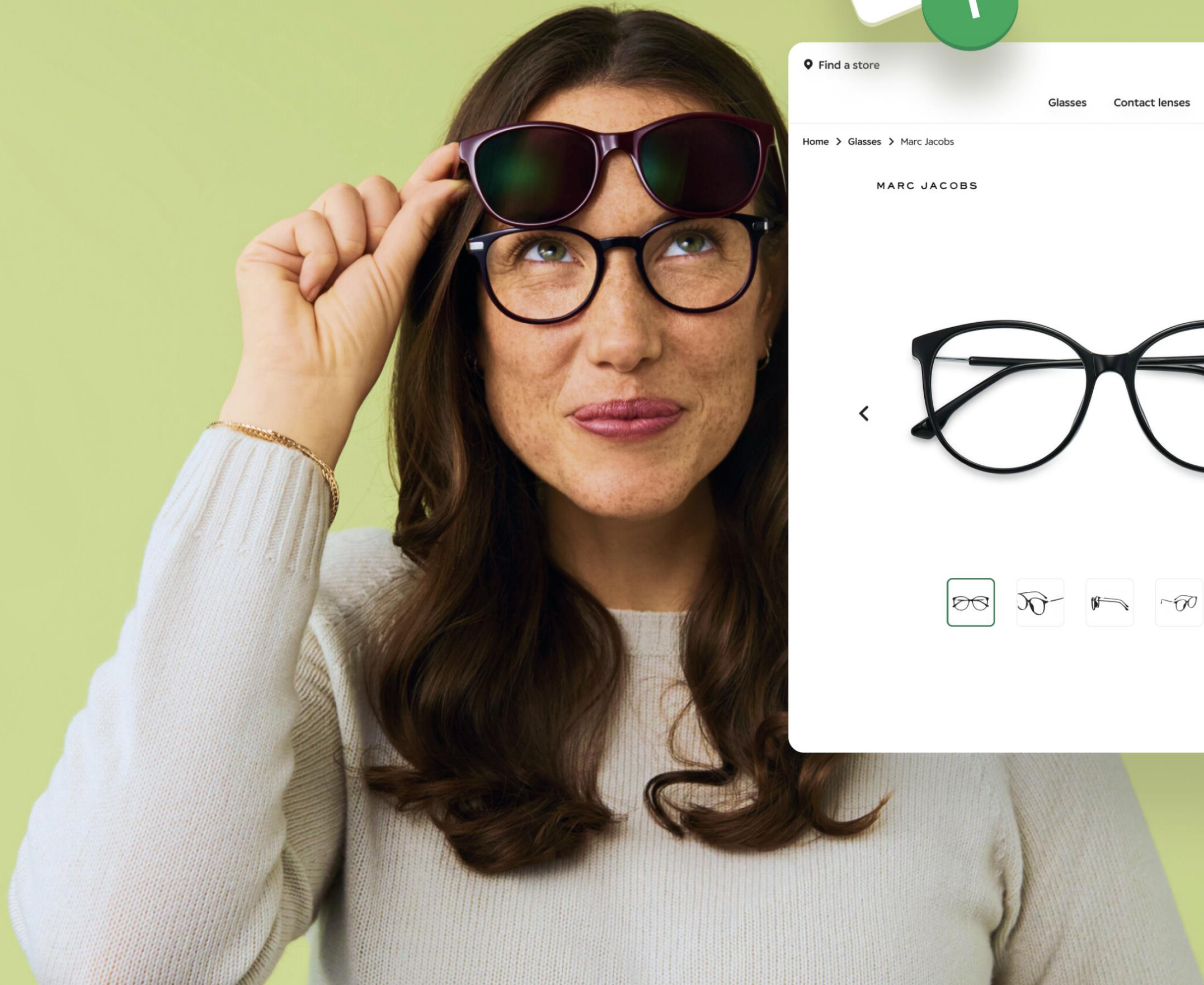


**slido**



**How comfortable are you with how your brand is showing up across channels?**





Find a store Specsavers

Glasses Contact lenses Eye health Hearing Home visits Offers

Home > Glasses > Marc Jacobs

MARC JACOBS Try on

New 2nd pair free

**MARC JACOBS 14** ♥

Marc Jacobs

**£149** ★★★★★ 17 reviews

Color: old

Size: Small 51 - 53 mm

XS S M L XL

[Choose lenses & buy](#)

[Find a store](#)

**Buy with confidence**

- Convenient home delivery within 3-8 days
- Free 100 day returns, no quibble no fuss
- Free lifetime servicing at no extra cost

Product image: A pair of black-rimmed glasses with a 360-degree view icon and navigation arrows.




Specsavers

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360°

Round

Rectangle

Metal

Sort by

Showing 900 glasses

Try on

2 for 1


Menu

Specsavers

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What's new

Here's the latest and greatest in the world of Specsavers



JUST IN

Titanium collection

A perfect blend of comfort and style


Browse

WE LOVE

Blue light glasses

More popular than ever – but how effective?

Read more




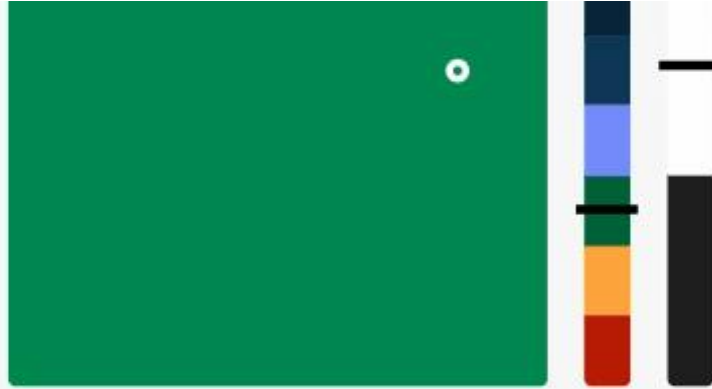
HEARING AIDS

Specsavers

Advance 71 is the latest in hearing aid technology

Read more



Informative in-page banner

Success in-page banner

Warning in-page banner

Error in-page banner



**Adult eye test**

For customers who are 16 and over



### Have a look at our frames

Thinking of getting a new pair of glasses? Find your favourites ahead of your visit.

< **Thu 5** Fri 6 Sat 7 Sun 8 Mon 9 >

Thursday 5th September 2021

12:00	12:30	13:00	13:00
14:00	14:30	<b>17:00</b>	17:30
18:00	18:30	19:00	19:30

Normal

Button text

Button text

Button text


**This text is important**

This text is the least important but still important


**Most important**





Menu 


### Basket



Specsavers £89  
Linient


Prescription


Lens selection +£20




1 2 3 4 5

### What appointment would you like?

 **Adult eye test**  
For customers who are 16 and over

 **Child eye test**  
A parent or guardian must be present

 **Contact lens consultation and trial**  
For new wearers of contact lenses or those customers wishing to change their contact lenses

[Book a slot](#)


**Order subtotal** £109

Total savings  
• 2-4-1 glasses £0.00

Estimated delivery cost  
(10 business days) Free

Dispatching 15 Jan - 20 Jan

**£109.00**



1 2 3 4 5

### When is a good time?

Available slots

< **Thu 5** Fri 6 Sat 7 Sun 8 Mon 9 >

Thursday 5th September 2021

Morning	Afternoon	Evening
12:05	12:10	12:30
12:55	13:05	13:10
14:05	14:10	15:10
15:35	15:40	15:55
16:10	16:30	16:35
		12:40
		13:45
		15:30
		16:05
		16:40

Total savings  
• 2-4-1 glasses -£0.00

Estimated delivery cost  
(10 business days) Free



Dispatching 15 Jan - 20 Jan


**You pay** £109.00

[Proceed to checkout](#)

[Continue shopping](#)


**No worries, no fuss guarantee.**  
If you have any problems within three months of purchase, we'll put them right.

 Find a store

Glasses Contact

### Basket




Specsavers  
Linient

Prescription

Lens selection

Quantity: 1

[Remove item](#)

 Removing an item cannot be undone



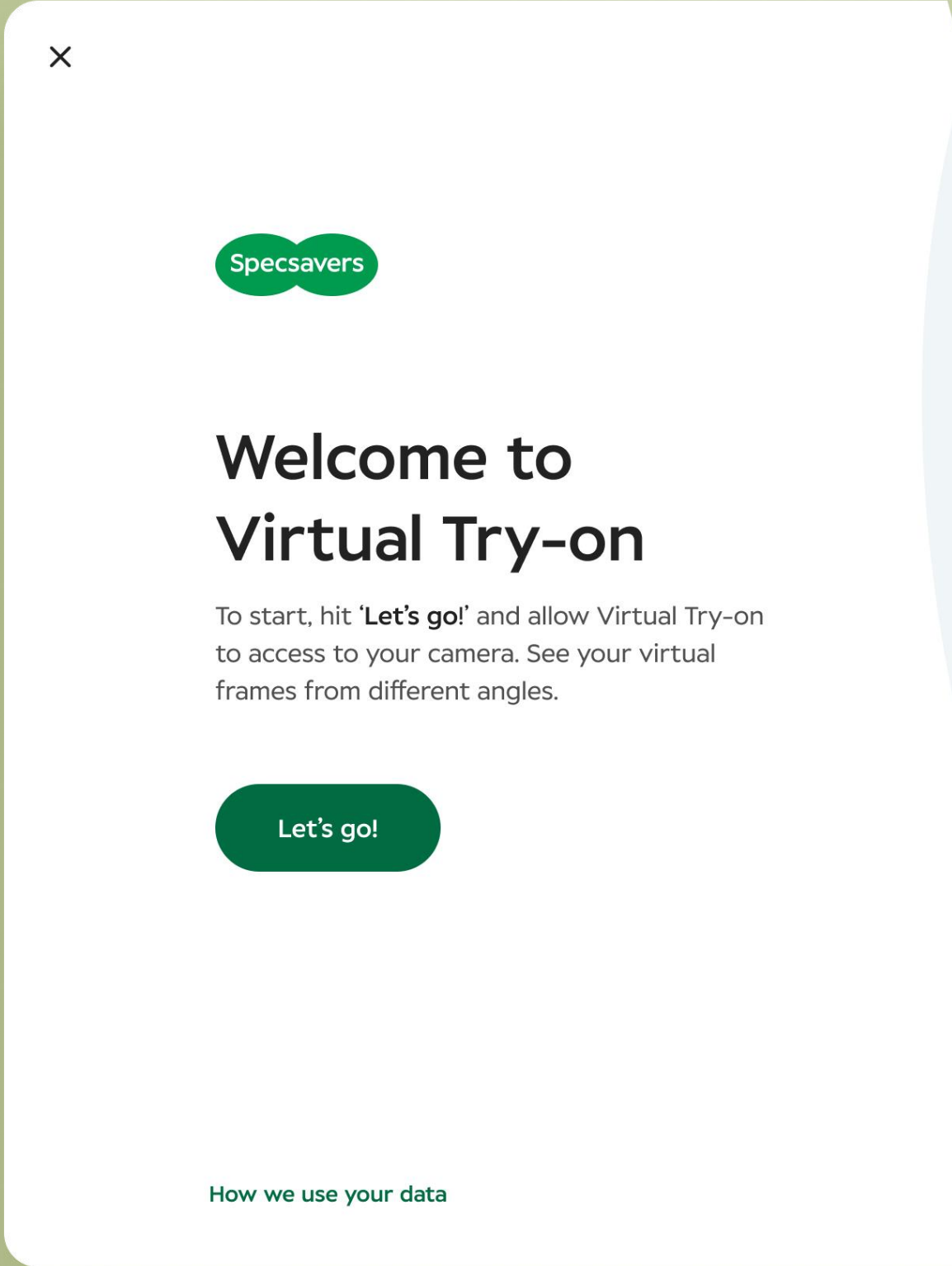


### Welcome to Virtual Try-on

To start, hit 'Let's go!' and allow Virtual Try-on to access to your camera. See your virtual frames from different angles.

Let's go!

[How we use your data](#)



## Welcome to Virtual Try-on

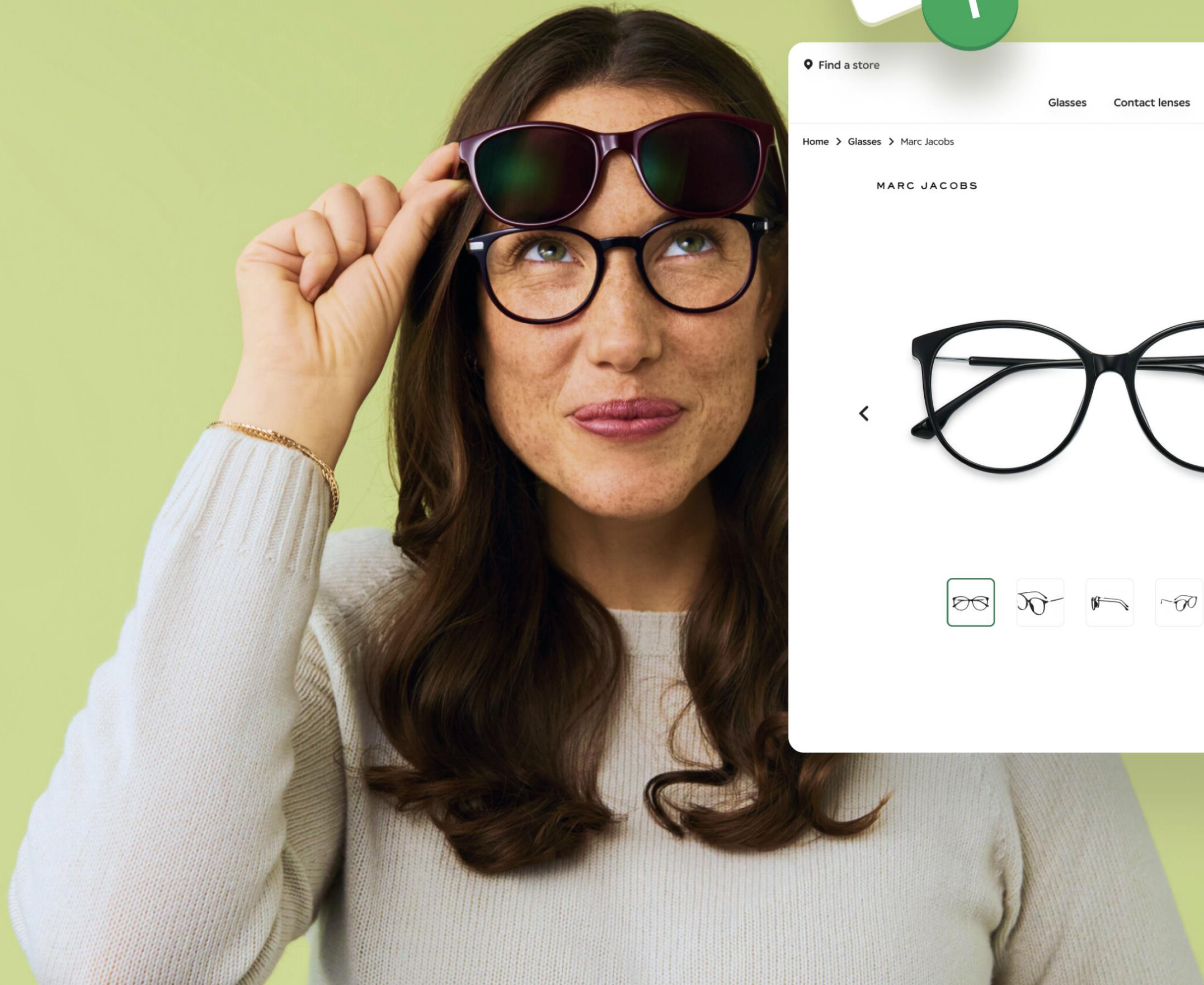
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+ WUNDERMAN  
THOMPSON

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# Key Takeaways

THE MARTECH  
SUMMIT



#TheMarTechSummit | London | 17 & 18 November 2022

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Q&A

THE MARTECH  
SUMMIT



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