



2020.08.31

ESSILOR GROUP EMBRACES THE “NEW NORMAL” THROUGH DIGITAL TECHNOLOGIES

Essilor has been leveraging new digital technologies in order to connect with nearly 600,000 people, including customers and employees in more than 45 countries via webinars, virtual summits, online training... to adapt the “new normal”.

Companies must now, more than ever, be able to adapt to abrupt and radical changes in their supply chains, in their interactions with customers and in how their employees work with digital-first approaches. As a consequence to a global pandemic, there is an even stronger link between business continuity and digitization, as technology proves to be a critical lifeline in addressing numerous communication and operational issues.

Essilor has a proven track record of responding swiftly to changing business environments by leveraging digital technologies to drive efficiency and productivity within the Group. This has once again been demonstrated during the COVID-19 pandemic, with employees playing a leading role in adapting to the new global context.

With the pandemic serving as a catalyst, the last few months have driven thousands of employees to step up their digital skills while working from home in order to maintain close relations with colleagues, clients and partners. A few figures to illustrate: between mid-March and end July, approximately 140 digital events were organized across Essilor with nearly 600,000 participants - including employees as well as Eye Care Professionals (ECPs) and customers.

ECP engagement

In line with the Group's commitment to supporting eye care professionals, Essilor's teams across the globe have been rolling out [a series of initiatives](#) since March to stay connected with their customers and help them prepare for the restart of their activities. One example was through highly informative and engaging webinars, featuring Essilor representatives as well as prestigious speakers from local industry associations. A total of 107,653 ECP webinar engagements were registered across AMERA* in April and May.

Starting from April this year, Transitions® teams across the globe have been conducting regular webinars for ECPs and partners to help them get up to speed on Transitions® Signature® Gen8™, light sensitivity, photochromic technology as well as best practices and opportunities in this new global context.

In LATAM**, two 'live' TV training programs were organized to present the Group's plans for the second half of the year with 116,000 ECPs in attendance in Brazil and 60,000 viewers from the rest of the region.

These are just some of the hundreds of events organized by Essilor teams across the world to stay close to the Group's customers.

Essilor's brand and marketing momentum

To help promote the Group's brands while looking ahead to opportunities in an evolving and COVID-19 impacted market, the Group's Global Marketing team recently held its first digital Global Brands Summit in July. Based on the theme 'We are all 4 Vision Care', the summit brought together 600 business, marketing and digital leaders and featured presentations from R&D, Essilor brands such as Transitions®, Nikon, Kodak Lens, Xperio® as well as round table discussions on hot topics such as consumer experience and digitization.

Eye Care awareness event for consumers in China

In order to raise awareness on eye care, drive multi-channel exposure and reinforce Essilor's industry leadership position in China, a live streaming event was organized with close to 360,000 consumers in attendance.

With social distancing still considered a priority and physical contact kept to a minimum, the examples above only demonstrate that it is digital that proves to be a lifeline for millions of companies like Essilor. While digital communication shouldn't fully replace face-to-face interactions, it ultimately offers a scalable and efficient solution for companies to keep their businesses running smoothly while staying close to their employees, customers and key stakeholders.

*Asia, Oceania, Middle East and Africa

** Latin America

SEE ALSO

2020.05.15

CORPORATE

COVID-19 CRISIS: HOW ESSILOR ENSURES CONTINUED ACCESS TO VISION CARE AND PROTECTS THE SAFETY OF ITS CUSTOMERS, CONSUMERS AND EMPLOYEES



At Essilor, our mission of improving people's lives by improving their sight has been driving our strategy and operations, and more than ever in this unprecedented global health crisis.

2020.07.17

CORPORATE

WORLD TOUR OF ESSILOR'S LOCAL SUPPORT INITIATIVES TO FACILITATE CUSTOMERS' SAFE RETURN TO A "NEW NORMAL"



To speed up the safe restart of eye care professionals' (ECP) activities, Essilor teams around the world rolled out a wide array of creative initiatives.

© Essilor 2016