Qlik Q | OPTICAL 88

Data analytics platform from Qlik helps Optical 88 meet market demands across 200 branches

"Times are changing in retail. To keep up with customer demand, we not only have to collect, analyse and organise retail data quickly, but we also have to use the data to understand customer trends and drive product innovation."

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Overview

Optical 88 owns the largest professional optical retail network in Hong Kong under the Stelux Group. With over 200 shops, its branch network spans China and Southeast Asia. Optical 88 works with a variety of international brands and owns ten of its own house brands.

With a changing retail landscape and a growing market demand for an ever-increasing variety of spectacles and lenses on offer, Optical 88 and its marketing and product development departments look to analyse sales data to help formulate market and development strategies.

Optical 88 was using ERP to collect and organise data, then analysing reports in Excel. It soon realised that this method had limiting factors that were hindering management decision-making. Data was being handled differently across the company's six markets; it was time-consuming to collect data from different systems; there was a heavy reliance on the technical staff every time someone needed to gather and analyse data.

Even with a simple question such as, "Why is this branch performing so well yesterday?" executives would have to wait until all the earnings and inventory report had been gathered.

If they wanted to compare store performance, the information would have to be pulled from the ERP system, then collated and organised before it could be analysed or reports built.

Solution

"We needed a solution that could, without the need to rely on the IT department, allow our staff to conduct analysis on the data at any time," explains Canyo Ho, Group Brand Director at Optical 88.

Solution overview

Customer Name: Optical 88

Industry: Retail

Function: Sales, marketing, merchandising, management

Geography: Hong Kong, China and Southeast Asia

Challenges: Provide dynamic reporting for the company's sales force, expanding analytic capacity and integrating high-value data

Solution: Optical 88 kicked off by implementing Qlik Sense in the operations, merchandising and product development departments with a select group of users, and now intends to roll out to more departments and eventually to other divisions within the Stelux Group

Benefits:

- Without the assistance of the IT department, staff can search and explore data using Qlik Sense and quickly create their own analysis and reports

- Staff can use Qlik Sense on any device, allowing them to work any time, anywhere

- Empowers staff to discover insights from the market, which eventually help to formulate business and product development strategies

- Staff can initiate their own in-depth analysis to draw strategic insights accordingly

"After gathering data, Qlik Sense allows us to analyse data and gain insights specific to our business. We can look at specific product numbers and pull reports, or share data-driven findings with colleagues in different departments."

– Canyo Ho, *Group Brand Director, Optical 88*

Velocity
Business Solutions

The keys to success

ROI

Overwhelmingly positive reviews from staff on how the solution increases work efficiency.

"The solution needed to support mobile devices, so that data and reports can be accessed any time and anywhere across our branches."

The ability to search and analyse data is important, in order to empower staff to discover their own insights, eventually helping them to formulate business and product development strategies. For example, progressive lens specialists can explore data around a product's market scale, trends and customer needs.

Optical 88's group brand department started searching for a new solution. Through online research and recommendation, the company contacted Qlik's partner, Velocity Business Solutions, to learn about Qlik Sense. It decided to adopt the solution , as not only does Qlik Sense meet retail market demands, but also Qlik has an established client base in the retail and food and beverage industries.

Following communication between the brand team, executives, IT, finance and operations departments, a process was established to identify and collect data from different pathways using Qlik Sense. Optical 88 began by implementing the solution in the operations and product development departments for a selected group of users.

The implementation process was supported by Velocity's consultants, whose expertise helped to align and bring data together into a set of analyses that could handle any enquiries and requests.

"The consultants were professional, patiently answering any questions and they have ensured Optical 88 management are confident in their use of Qlik Sense," explains Canyo.

Since its implementation in September, the company has received overwhelmingly positive reviews from staff about how the solution has increased work efficiency. "It's difficult to evaluate the impact that Qlik Sense has had in terms of ROI, but the delightful comments from our staff about the new data insights they now have, and how the data collection process has been shortened, have well proven the solution's high value," concludes Canyo.

Optical 88 will continuously expand the use of the solution across the business functions, enabling access for its staff. Meanwhile, the company has also recommended Qlik Sense to other companies within the Stelux Group.

"Our experience of implementing data analytics solutions on the Qlik Sense platform, meant we could help Optical 88 deploy the solution in the most effective and timely manner. Existing ways of analysing data left Optical 88 users dissatisfied with the level of available information detail. Qlik Sense has enabled Optical 88 to analyse their data the way the users choose to see it, without constraints of pre-defined paths of navigation. Optical 88 can now perform analysis of data at a very granular level, enabling them to take actionable insights to positively impact their business performance."

– Ian Whitehouse, *Director, Velocity Business Solutions*