



# PREPARING SPECSAVERS FOR A DIGITAL FUTURE

## VIDEO TRANSCRIPT

**Specsavers is an international company providing trusted eye care service, affordable glasses, contact lenses and hearing care in Europe and across the globe.**

**Murray Walding, Global IT Services & Commercial Director, Specsavers**

“In reflecting on why we worked so well as a partnership, I guess there’s a number of points that I’d make. The first is around our trust between the two organizations. Secondly our ways of working and particularly around our culture and our people. I think we have a can-do attitude. Both organizations have a passion for innovation and exploring new technology opportunities. And quite often, I could be heard saying that Accenture are Specsavers staff but just paid by Accenture rather than Specsavers themselves.”

Shared characteristics of success:

- Trust
- Culture and people
- Innovation and technology
- Seamless integration

“The main assistance that Accenture has provided us with in terms of our transition has been through an extensive discovery exercise; examining the preparedness of Specsavers in terms of new organization design and the new technologies that were arriving.”

**Matthew Prebble, Managing Director, Products Lead, Accenture**

“We’re partnering with Specsavers to rotate to the new and new business models in a number of ways. And we’ve run a number of compelling innovation workshops with Specsavers where we’ve looked at new business growth areas like healthcare. We’ve also looked very much at the technology processes and systems to say how can we bring innovation every day to the things we are doing within the technology space and running the technology systems, which has been key.”

Moving from strategy to delivery:

- Innovation workshops
- Technology process reviews

**Murray Walding, Global IT Services & Commercial Director, Specsavers**

“One of the things that had been troublesome for all of our store openings in terms of lead time was a lack of a single build for store opening. Previously, we’ve had to take numerous iterations of versions resulting in around 24 days in terms of getting a single build ready. We now have, thanks to Accenture, that single build on a gold disc, which takes just over 24 hours. And all of this has been achieved at the same



time as providing Specsavers with massive cost savings.”

Results from partnership  
Single build for new store openings previously took 24 days

Results from partnership  
Single build for new store openings reduced to 24 hours

**Ashish Goel, Managing Director, Products Application Services Lead, Accenture**

“We really cherish our partnership with Specsavers. The last six years working with Specsavers has been phenomenal. The most important thing in this process for us has been that this is not a single person’s achievement. We have done it together. We have done it as a team, as a seamless leadership team, as a seamless operations team on a day-to-day level. And if you look at the team, it is difficult to say, ‘Who is from Specsavers and who is from Accenture.’ And that’s very dear to us.”

**Murray Walding, Global IT Services & Commercial Director, Specsavers**

“In working with Accenture, there have been two particularly critical elements as far as Specsavers is concerned. One is the way in which Accenture has helped us reduce deployment times and improve the stability of our legacy systems. And lastly, in terms of helping us prepare for our digital future and the future state that we are moving to.”

Reduced deployment times  
Improved legacy systems stability  
Prepare for digital future

**Matthew Prebble, Managing Director, Products Lead, Accenture**

“The other area I’d highlight is digital. And the ability of digital to transform the in-store customer experience. We’ve done some initial work with a platform called honeyBee where

we’ve created a prototype with Specsavers to say how can we use new digital technology to transform the in-store customer shopping experience. And we’re doing that by looking at ways of guided navigation, so how can we improve that customer experience and ultimately help drive customer conversion, customer acquisition and ongoing customer retention through the use of digital technologies in store, which is really exciting.”

Digital  
honeybee prototype

**Murray Walding, Global IT Services & Commercial Director, Specsavers**

“Our partnership has been successful largely due to a fantastic transition that began just over 12 months ago. It was achieved on time, on budget and with 100 percent SLA throughout. In addition, Accenture have helped us automate over 10,000 jobs and this has resulted in 1,300 hours per month of saved time to the service desk staff. In addition, we have also been able to reduce our major incident duration by half. We also partnered with Accenture to create an operations bridge. And our P1 to P3 incidents as a result have dropped by 56 percent during the course of the year. And this has allowed the calls to the service desk to drop from around 18,000 calls per month to 13,000 calls per month.”

Results of partnership:

- On time
- On budget
- 100% service level agreement

Results of partnership:

- Automated 10,000 jobs
- 1,300 hours per month saved
- Reduced major incident duration by 50%
- Created operations bridge
- Priority 1 to priority 3 incidents reduced 56%
- Services desk calls reduced by 5,000



**[Murray Walding, Global IT Services & Commercial Director, Specsavers]** “This was a tight timescale piece of work and conducted in record time. And I have to say with absolutely amazing results. A very, very top class piece of work.”

[Slide text]  
Preparation for future of new IT  
Tight timescale  
Record time  
Top class work

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