

**Alcon**



# MoiGlaza

**Digital  
platform**

«MoiGlaza» is a digital platform for three Alcon's target audiences: consumers, ophthalmologists and distributors

## **Platform composition**

**Online store**

**Loyalty program**

**Call center**

**Educational program**

**Lens subscription service**

# Alcon is N°1 in the world

Alcon is the world's largest manufacturer of contact lenses, care products and moisturizing eye drops



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**140 countries**

distribute brand's production

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**for 25+ years**

Alcon is represented in Russia

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**#1**

Alcon is the winner of Russian Pharma Awards 2021

# Target audiences



**Consumers**



**Ophthalmologists**



**Distributors**

## Project goals

# Increase market share in Russia with digital solutions for consumers, ophthalmologists and distributors

→ **Attract buyers**  
in offline and online channels

→ **Boost the loyalty**  
of consumers, ophthalmologists  
and distributors

→ **Increase sales**  
and average bill value per consumer

→ **Reduce the customer**  
acquisition cost

→ **Improve sales**  
conversion rate

→ **Increase the number**  
of distributors

# Insights

## **01** Doctor's loyalty = sales growth

Doctors and specialists in the field of ophthalmology play an important role in the contact correction market

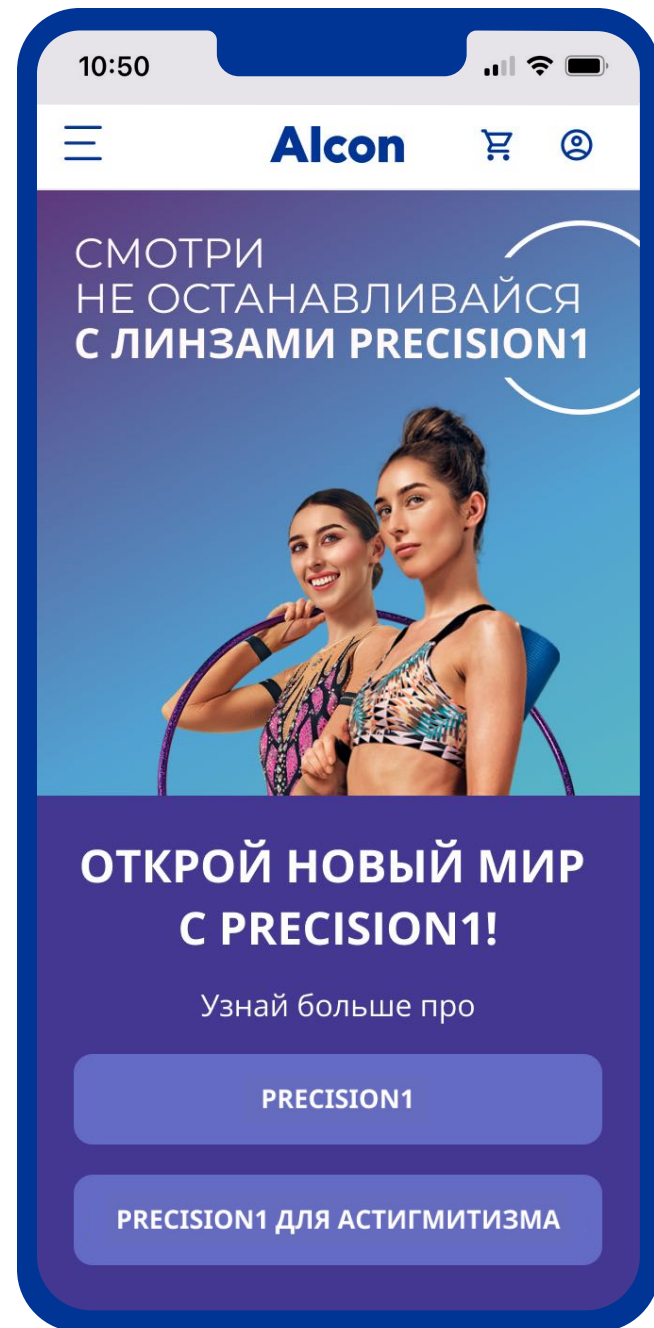
## **02** Product availability = consumer growth

Long production and delivery of goods reduce the sales conversion rate

## **03** Handy online interface = offline traffic growth

Creation of a digital platform that unites all target audiences will attract offline traffic

# Strategy



**Consumers**

**Online store, Privilege Club «MoiGlaza»,  
call center and lens subscription service**

**Ophthalmologists**

**The «MoiGlaza» Professional Club**

**Distributors**

**«MoiGlaza» for business**

# Creative

Digital platform «MoiGlaza» combined services for three target audiences, including innovative solutions in the market, to achieve business growth



Online store



Loyalty program

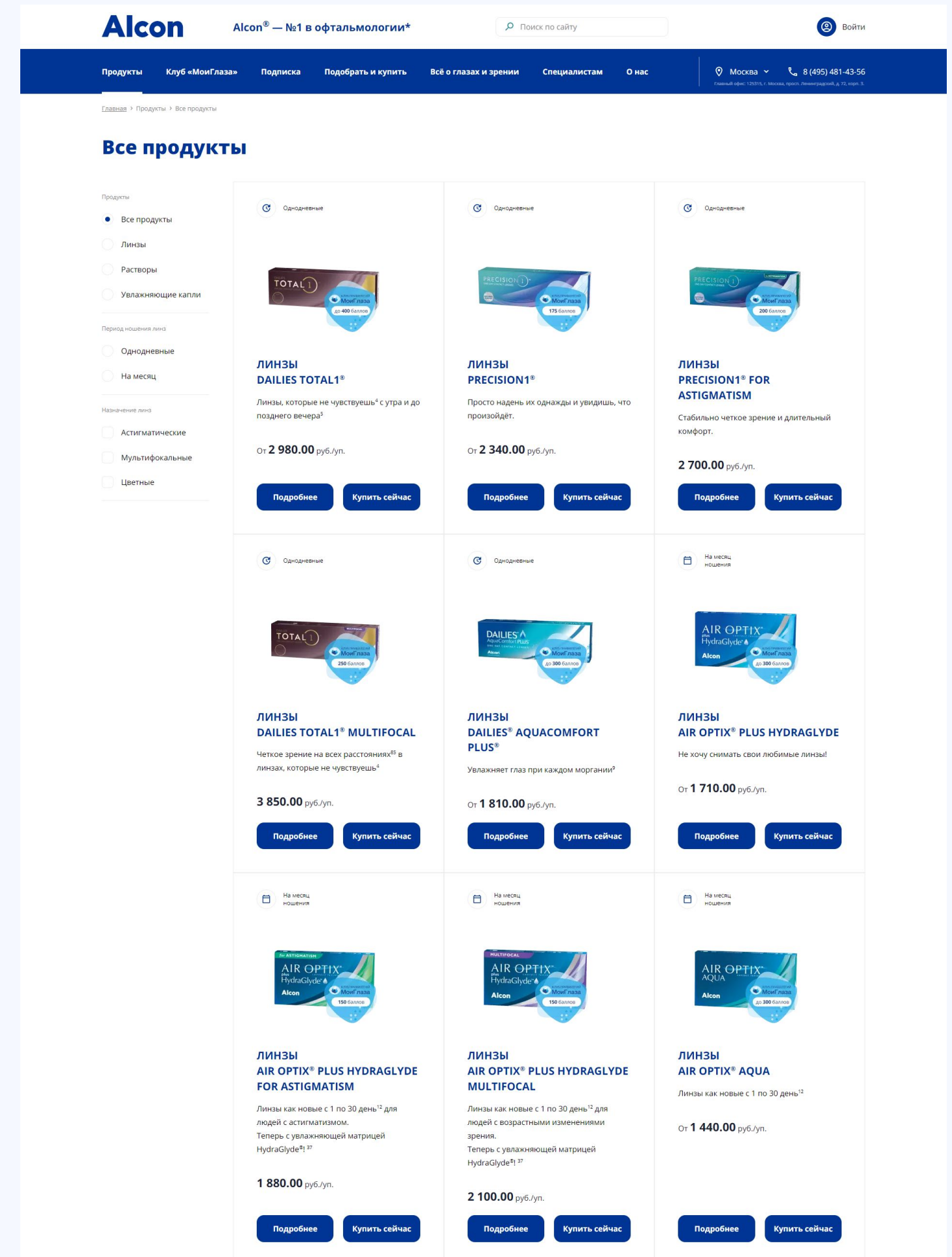


Lens subscription service



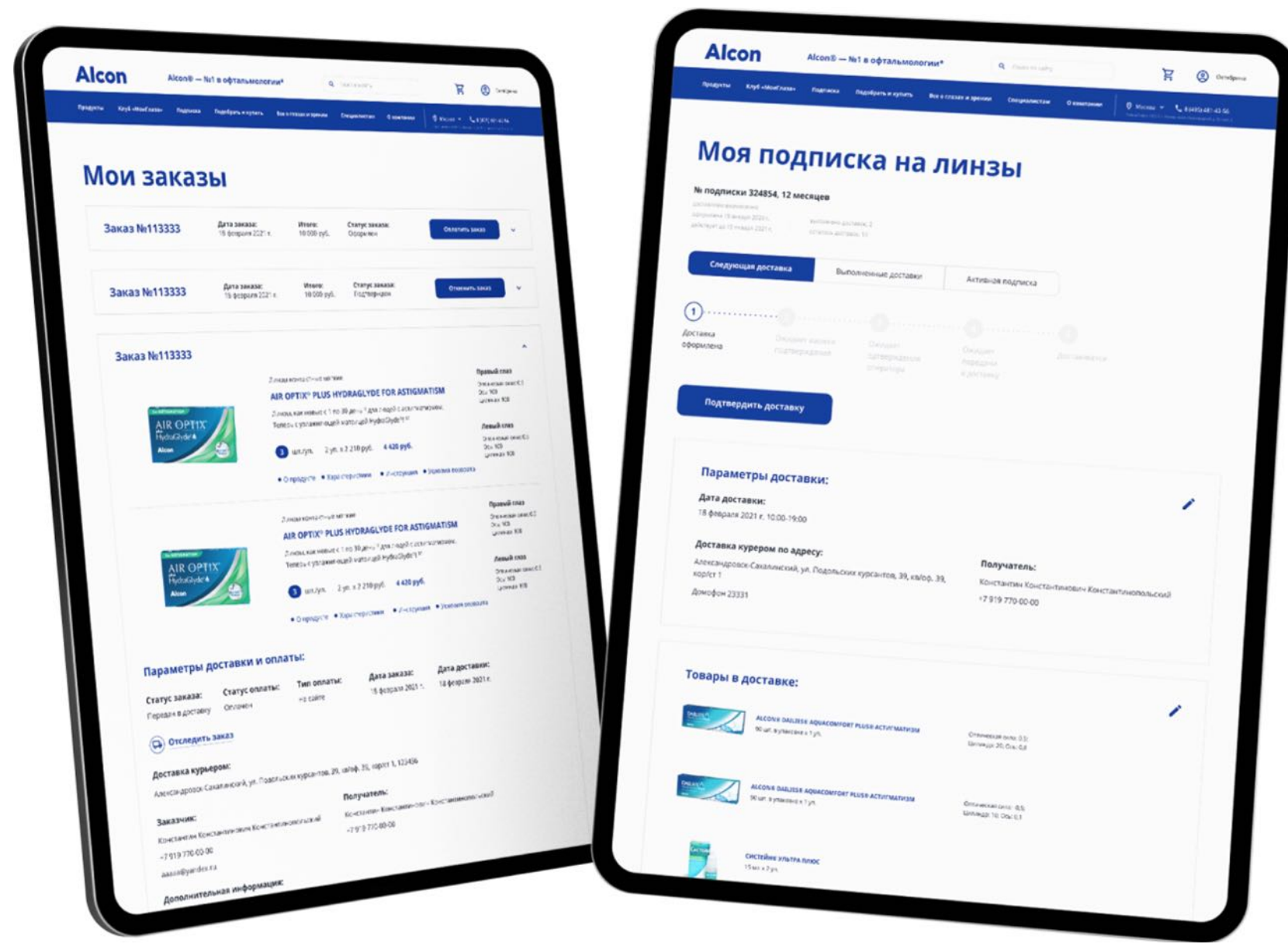
Call center with IVR and chatbot

★ Unique solutions on the market of contact correction in Russia





# Digital solutions for consumers



- 01** Launched an online store with delivery to partner optics
- 02** Created a subscription service for regular delivery of lenses
- 03** Launched an interactive map to find the nearest partner opticians with the ability to sign up for them
- 04** Organized a support line using IVR technology
- 05** Implemented a loyalty program with points for purchases, bonuses and referral promotional codes

# Digital solutions for ophthalmologists

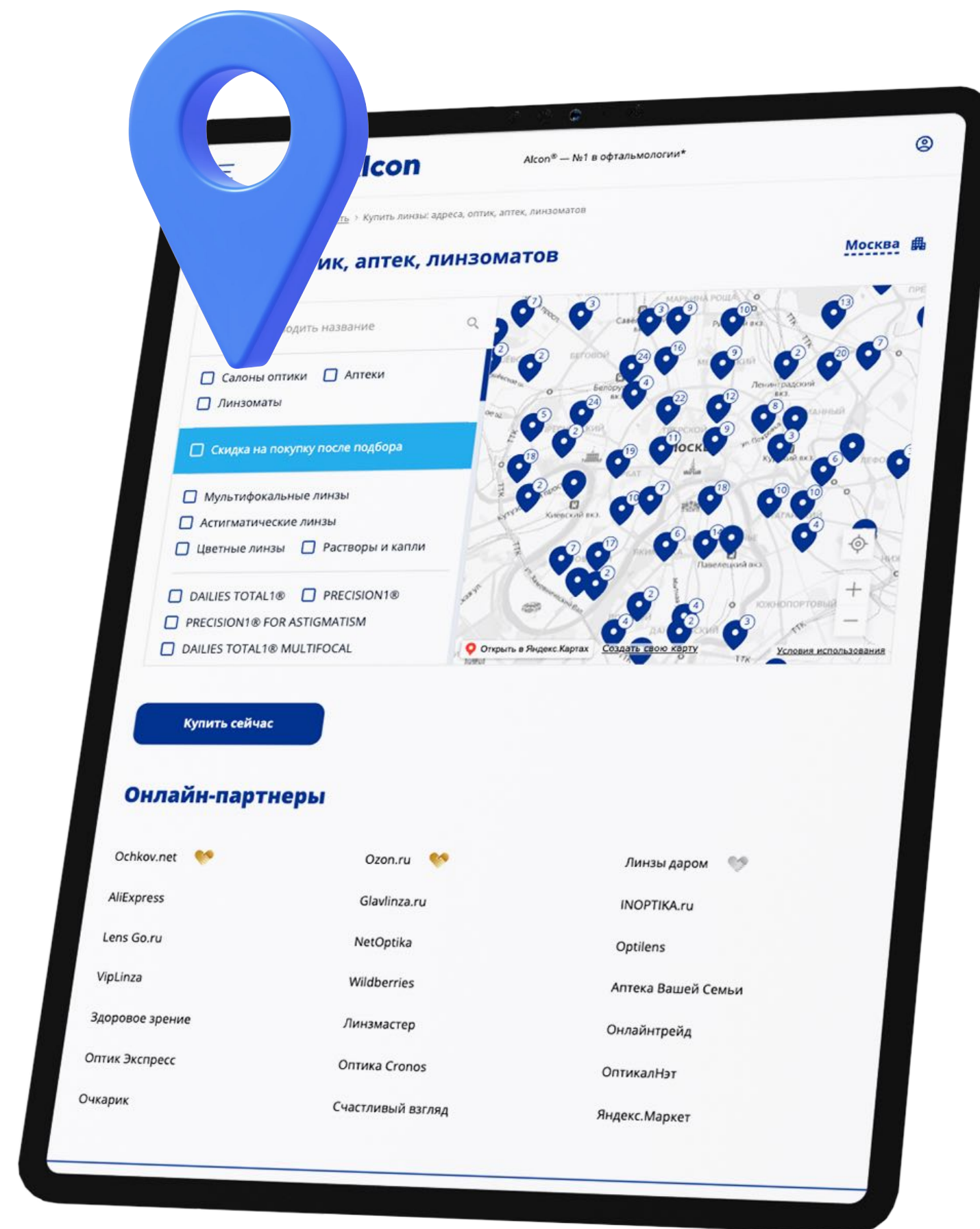
Launched the «MoiGlaza»  
Professional Club - an interactive  
platform in the form of a motivational  
card with gamification elements



- 01** Knowledge base with up-to-date domestic and foreign resources for professionals in the field of ophthalmology
- 02** Courses, trainings, quests, webinars, tests and certificates of their completion
- 03** Motivational program within the professional community
- 04** Service for ordering free trial products in short terms

# Digital solutions for distributors

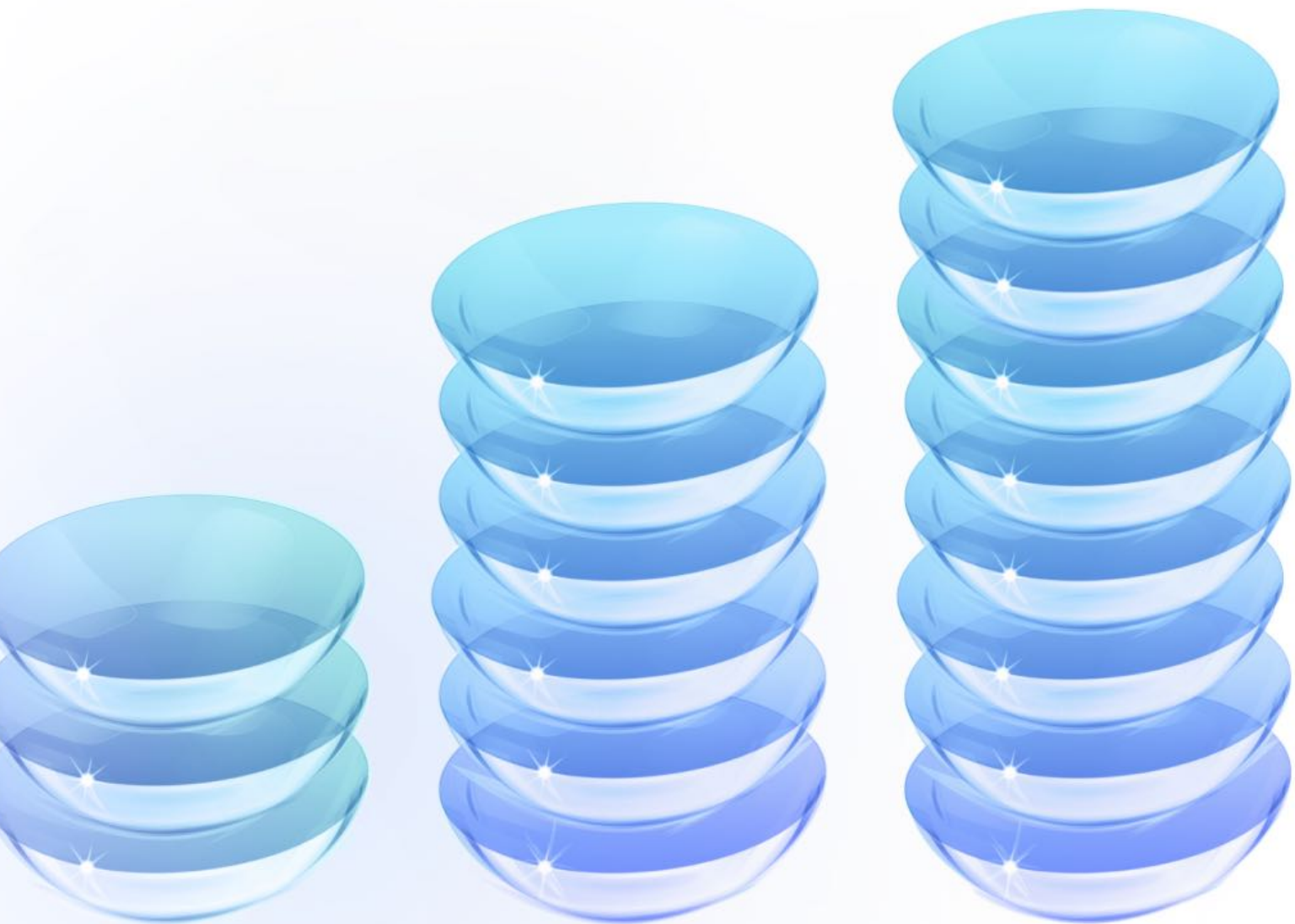
- 01** Integrated analytics and workflow system «MoiGlaza for Business» with automatic access to price management, marketing tools and reporting
- 02** Created an online appointment system in optics
- 03** Provided partner opticians with the opportunity to independently display their salons on the showcase as points for issuing online orders



# Results

- Strengthened Alcon's position in the Russian market
- Boosted brand loyalty
- Increased sales
- Reduced customer acquisition cost
- United more than 1000 partner opticians
- Integrated different target audiences for b2b2c sales

# Digital indicators



**+150%**

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Online traffic

**+40%**

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Online traffic

**+30%**

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Consumers attracted  
by offline channels

# Increased loyalty

**98%**

**Of ophthalmologists**

are satisfied by communications  
in a Professional Club

**90%**

**Of consumers**

are ready to recommend  
the loyalty program

**89%**

**Of users**

rated the platform with  
the highest score

**70%**

**Of ophthalmologists**

of Russia use the platform

**+40%**

**Of ophthalmologists**

are loyal to the brand

**+20%**

**Offline optics**

entered into a partnership  
with the brand

# Sales

Reduced customer acquisition cost in 6 times from 3000 to 564 rubles by launching a referral program

**+20%**

The growth in sales of brand products in Russia

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**+50%**

The increase of conversion to sale in offline optics

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**73%**

The difference between the online and offline average check

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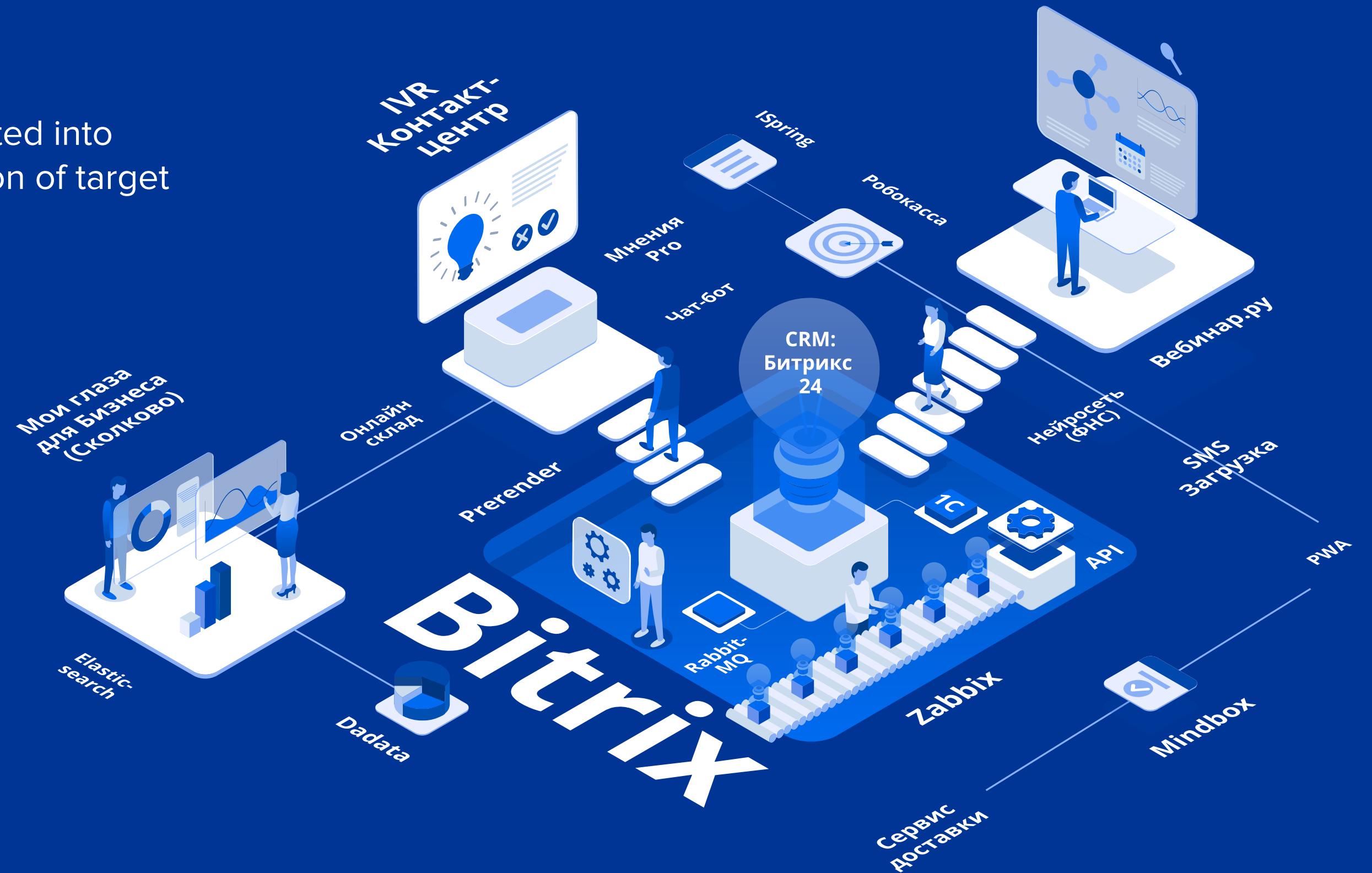
**+10%**

The increase in the average check in opticians

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# Platform integration components

More than 25 systems are integrated into the platform for effective interaction of target audiences with business





«We have demonstrated to the market that creating a single digital solution that combines the services of the manufacturer, optician, doctors and consumers brings benefits to all participants and increases business efficiency»

**Ildar Yunusov**

Alcon's Omnichannel lead