



Case Studies

WARBY PARKER

Launched in 2010, Warby Parker was envisioned as an eyewear company for the internet era. With an online business model, customers were given the choice to shop for their next pair of glasses or sunglasses from the comfort of their home. Unlike other companies that preceded it, Warby Parker didn't ask its customers to absorb the cost of a new frame without the luxury of trying them on first. One of the early novelties of the company was the ability to wear up to five of the brand's frames at home without having to commit to purchasing any. This model maintained the convenience of at-home, online shopping while also preserving a fundamental benefit of the in-store experience: test driving the product. As technology has progressed the company has begun to offer a virtual try-on service using Apple AR.

Eleven years later, Warby Parker still maintains the services that made it so successful as it expanded into physical retail. The company recognizes that while you could capture a significant portion of the market with its early innovations, many customers still love the in-person experience and service available at a brick-and-mortar store. In fact, in the post-pandemic era, the company plans to add 35 new retail locations. This is on top of Warby Parker's recent IPO listing on the NYSE.

Warby Parker's embrace of an omnichannel retail model allowed it to successfully challenge a concentrated and notoriously expensive eyewear market. This meant more choices and lower prices for shoppers.



Best Buy is a pretty straightforward poster child for the concept of "traditional retail." As such, if critics of retail are right, Best Buy should be in the process of drowning under the rising tide of online business. Instead, Best Buy stands as a prime example of what a legacy retailer can accomplish when they embrace new methodologies and focus on the needs and experience of their customers.

When Best Buy and other retailers were required to close their brick and mortar locations at the outbreak of the pandemic, the company was able to sustain the business with the investment and expansion of its online offerings. Best Buy has seen a significant increase in digital sales, reaching as high as a 242% increase in Q2 of 2020. While the transaction occurred online, Best Buy was able to leverage its stores to deliver products same day by offering curbside or in-store pickup, features that have remained popular even as stores have reopened. Best Buy customers will soon have the ability to track high and low traffic times for greater convenience during curbside pickups. The company announced it will utilize about a quarter of its stores to accommodate the increase in digital sales, 60% of which are picked up in-store or curbside.

Even the most traditional retailers demonstrate that thinking about retail as either on or offline is wrong. Retail is everywhere, and there is success to be had for anyone willing to meet shoppers where they are.