Optimising CRM at scale:
Specsavers' Global Testing Operating Model

Specsavers

Nicola Taylor

CRM Lead,

UK&I Marketing

Vajiha Hameed-Ali

Senior Customer Analyst,

Customer Engagement Capability Hub

Specsavers

“We didn’t need more journeys. We needed smarter ones - and that changed everything.”

Specsavers

Consistency

Complexity of scale

Need for alignment

Specsavers

Efficiency

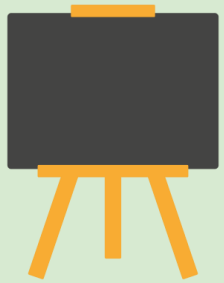
Knowledge

Measurable Impact

Specsavers

Discover & Align

Design & Enable



Activate & Optimise

Specsavers

01 Hypotheses

02 Sample size

03 Control

04 Length of test

05 Test design

06 Data brief

07 Running the test

08 Testing for significance

09 Results and Implementing insights

Specsavers

Quantifiable results

Faster, smarter decisions

Increased confidence and capability

Specsavers

Common test knowledge

Capture, prioritise and share testing ideas

Global collaboration

Thank you!

Thank you! Thank you! Thank you! Thank you!

Nicola.taylor@specsavers.com

Vajiha.Nameedali@specsavers.com