


Synoptik, Herlev, Denmark

Synoptik Makes Money with Analytical Supply Chain Management

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Thomas Fischer, Supply Chain & IT Director, Synoptik

Synoptik Makes Money on Analytical SCM

Based on the actual movement of goods on glasses and contact lenses, Synoptik can change the sales efforts and campaigns. Not just at a national and regional level. The individual shop can change its contact to the customer and thus help to optimize the stock situation.

"We understand the product mix better and we can see on a national level, regional level and down to the individual shop if we're selling the right products. This knowledge has contributed to a two-digit percentage reduction of our inventory levels over the last three years", says Thomas Fischer, who is the Supply Chain & IT Director in the Synoptik Group Headquarter. The chain is the largest in the Danish and Swedish market based on turnover, and counts more than 200 shops in both

countries. Along with clear focus, the new insights have optimized the stock situation over the last three years, during which Synoptik has also grown and gained market shares.

Behind the new insights is an analytical SCM solution developed by a consultant team from itelligence with the use of software from Qlik. The solution allows for a better deep-dive into data and this is used to coach the retail sales staff.

Synoptik is careful with its credibility, which is why the chain is firm on the principle not to optimize sales figures by over-selling to the customer.

However, sales efforts can be optimized in the natural span between the optician-professionally correct and all the possibilities of choosing fashionable and comfortable solution for the individual customer.



1,200
Employees

The image shows the exterior of a Synoptik store at night. The store's name 'Synoptik' is illuminated in white on a dark blue background. To the right of the name is a circular logo composed of many small dots in red, white, and blue. The store's glass facade reflects the surrounding environment. A red banner in the upper right corner of the image contains the text 'More Than 200 Shops' in white.

Synoptik

More Than

200

Shops

Two Buying Patterns

"In the case of glasses and sunglasses, we have a buying pattern much like that of clothes with a few annual collections. Eyeglasses and contact lenses are more contractual agreements with the suppliers and for the customers it's often completely individual solutions.

Which is why we have a category manager for each of these areas, and they are among the most active users of the Qlik solution", says Thomas Fischer.

The solution also delivers regular reports to the Synoptik intranet, allowing all employees to be up-to-date on the stock situation. The chain has more than 1,200 employees - all included - with a majority of customer consultants in the shops. Measured on turnover, Synoptik is now the biggest of the optician chains and has a market share of around 22 percent.

"The stock situation is pretty optimal right now. All shops have enough stock to last about a month, which is our goal. But we've worked hard for the last three years to get to this point. Imagine we make a bad purchase from a supplier and get a large shipment at a discount - that merchandise can be in stock for a really long time. In that way, in just seconds, one can ruin a stock situation that has taken years to achieve. This is why it is so important that all data is up-to-date and detailed", says Thomas Fischer.

Management Based on Facts

Synoptik has had a strong cooperation with a team of consultants from itelligence. The Qlik technology opens a fast and intuitive way to knowledge and Synoptik preferred to let the consultants finish the development of the applications for the business

users. Thomas Fischer sees a barrier for the very analytical approach in regards to the service-minded employees in the shops.

"We have some really skilled and empathetic employees in our shops, and they are passionate about delivering good service to the customers. I don't think they are going to care much about data and analysis", says Thomas Fischer, who is responsible for both SCM and IT. He also has a healthy skepticism towards buzzwords like 'big data'. But he has no doubt that a big chain like Synoptik can and should use its vast amount of data to increase customer loyalty by delivering excellent customer experiences.

"Over the three years we have been using Qlik, our management meetings have continuously become increasingly analytical and based on facts. Our knowledge of our business is more up-to-date and more precise and that makes a difference on our weekly and monthly meetings", he says.

The analytical SCM solution has totally up-to-date data, so that Synoptik can follow the actual movement of goods and use them as a basis for campaigns and customer contact.

Over the last three years, Synoptik has had a two-digit percentage reduction of the inventory levels. With the right merchandise on the shelves in the shops, Synoptik has increased sales and reduced the inventory level in a way that also shows on the bottom line. Also over the last three years, the Synoptik market share has increased from around 18 percent to about 22 percent on the Danish and Swedish market.

Synoptik 

Company:
Synoptik

Industry:
Retail

Products:
Glasses, contact lenses and sunglasses

Number of employees:
about 1.200

Headquarters:
Herlev, Denmark