



TeamViewer
Tensor

Case Study

Eyewear Giant Specsavers Leverages TeamViewer for Secure Remote Support of Its 2,300 Stores Worldwide



Specsavers

Initial Situation

Established in 1984, Specsavers is the largest privately-owned optical group in the world. It remains a family-owned business on a mission to change people's lives through high-quality, affordable optical and hearing care. Despite selling 510 million contact lenses and more than 22.1 million glasses frames in FY21/22, maintaining a family-style business on an enterprise scale is no easy task.

To maintain its position as a global market leader, Specsavers' IT desk has turned to digital solutions, such as TeamViewer, to remotely access any corporate, retail, or supply chain computer around the globe to assist in any technical support required.



Business Challenge

The global optical industry is currently experiencing some of the biggest challenges it has faced in decades as economic inflation has left consumers looking to cut costs in updating or replacing their glasses or contact lenses, according to a recent [Mintel report](#). Against this backdrop and looking to optimize its business processes as an important prerequisite for sustainable success, the global IT team at Specsavers was looking for a new, highly-secure remote support and remote access platform that could connect its support team to any store, at any time.

Key challenges included:

- ➔ Ensuring the remote support solution is compliant to the organization's security and privacy standards.
- ➔ Using remote support that was fast and reliable, so IT issues did not disrupt the employee or end-customer experience in-store.
- ➔ Making sure remote support could be used across all ten markets where Specsavers operates and could scale alongside the organisation.

The Solution: TeamViewer Tensor

Specsavers chose [TeamViewer Tensor](#) with Conditional Access for superior performance, reliability, and an extra layer of security in their remote support operations. In addition to computers, TeamViewer is used for secure remote access to in store devices such as the patient management system, so opticians and retail assistants can run a seamless store experience.

Using TeamViewer's Augmented Reality solution, IT staff can even help when there is an issue with medical equipment at a Specsavers store, and a look over their shoulder is needed. Cameras on smart devices in stores are used to transmit on-site conditional in stores to the IT team in the office at another location. By utilizing TeamViewer's Augmented Reality technology precise instructions based on real-time video calls can be provided and First Call Resolution rate was significantly improved.

Specsavers has relied on TeamViewer's remote access & support solutions for many years to provide remote IT support across its stores and has introduced additional Augmented Reality capabilities in the UK to further enhance support services. They chose TeamViewer as it was approved and recommended by Microsoft for integration with Windows. It proved a critical asset during the pandemic, allowing the retailer to introduce video consultations as optometrists could conduct urgent eye care remotely, and remains adaptable to the needs of the growing enterprise.



Results

TeamViewer's remote access & support solution has enabled Specsavers to provide efficient IT support across its 2,300 stores and 32,500 employees in ten markets. Thanks to its remote screen sharing capabilities, store staff can contact the IT department at the click of a button and a technician can get a full understanding of the IT issue on-site without visiting in-person. This does not just save a huge amount of time and money, but also enables the IT team to communicate more effectively with non-technical staff. In turn, store staff can address IT issues quicker and get back to their jobs without extensive disruption.

➔ Increased Staff Efficiencies

TeamViewer's remote support product enables Specsavers' IT team to screen guide store staff into fixing technical issues with PCs and medical devices, no matter the location. Technical issues can be addressed at speed and do not disrupt store operations. This helped store staff offer a more seamless store experience for customers, mitigate appointment delays, and reduce time spent on fixing technical issues.

➔ Stronger Security and Easier Compliance

Prior to using TeamViewer, Specsavers was using open source for its support security, but TeamViewer has these capabilities embedded into its product. Using TeamViewer enables Specsavers to obtain a greater level of compliance around security and GDPR as this is wrapped into the TeamViewer offering. The IT team benefits from Conditional Access, TeamViewer's granular access management system, enabling IT managers to maintain a business-wide view of TeamViewer access and usage from a single location.

➔ Success at Scale

Thanks to quick and simple remote support capabilities, TeamViewer is invaluable for streamlining Specsavers's IT tools and meeting customer demand at scale, across its 2,300 stores. TeamViewer has proven its reliability and agility in supporting large scale enterprise operations across different markets.

” TeamViewer is an essential tool for our IT support team at Specsavers. Thanks to its remote support functionalities, our team can connect to and service all our stores from a single point.”

Neal Silverstein, Head of Technology Customer Service at Specsavers

Higher Productivity and Security

When it comes to remote control, security is paramount. For Specsavers, who were previously using open source for their security practises, one of the biggest factors for selecting TeamViewer was the fact that it complied with the high security and industry standards across its different markets. Thanks to having security capabilities embedded within its product, the retailer was able to keep on top of its regulatory requirements more easily. Specsavers' former remote support product caused issues as the organization had little visibility into who was connecting to the service to perform maintenance, but with TeamViewer, Specsavers can see who, when, and how people were connecting on devices.

With [TeamViewer Tensor](#), Specsavers stays compliant with security protocols and internal requirements, while detecting security risks before they impact the business. Specsavers deployed their policies for complete auditability and visibility of who is doing what on their corporate devices worldwide.

TeamViewer's granular access management system Conditional Access was key in helping their IT management maintain company-wide view of TeamViewer usage from a single point for improved security and granular control of support technician access. With this access management based on privileges, not only can precisely tailored authorization controls be implemented, but the principle of least privilege can also be enforced. This concept of information security envisages limiting user access rights to a minimum to eliminate configuration and operating errors, for example. Thanks to Conditional Access, Specsavers could roll-out remote support at scale, at the same time as maintaining full control of its remote access functionalities. This meant centralized management for remote access rights, permissions setup for remote sessions, and expiry dates to Conditional Access rules, limiting access by third parties and temporary employees as pre-defined and required in corporate policies.

"TeamViewer is an essential tool for our IT support team at Specsavers. Thanks to its remote support functionalities, our team can connect to and service all our stores from a single point. We look forward to continuing our partnership with TeamViewer in the future and building on our support offering through introducing more Augmented Reality capabilities", said Neal Silverstein, Head of Technology Customer Service at Specsavers.

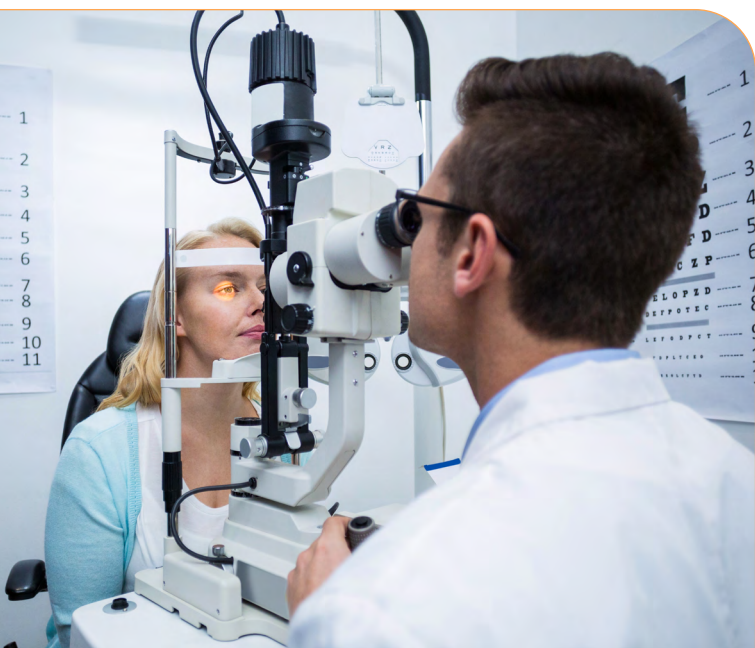


Augmented Support through Augmented Reality (AR) Capabilities

Specsavers has extended its support offering in the UK by introducing TeamViewer's AR capabilities into its support service. If store staff are experiencing technical issues with equipment, they can connect to the support team via smartphone or tablet, who can then use AR to guide staff with visual assistance on fixing a problem via their device. This has been of particular benefit to store staff who are less technical and has eliminated frustration and time spent trying to identify and fix an IT issue.

For example, if an optometrist was experiencing issues turning on a medical device in-store, an IT technician could connect to the employee via remote support on a device such as a smartphone and then use TeamViewer's Augmented Reality solution to guide them through fixing the mechanical error. The technician could drop arrows, for example, of the phone screen to point to what part of the machine needed attention and eliminate the technical barriers often encountered when medical or retail professionals had to manage IT issues. By placing a marker on the screen, the location in question can be tracked even if the camera direction is changed. This allows users to share more precise instructions. The customer on site in store, together with the supporting engineers behind the scenes, can provide precise responses in real time and solve issues quick and effective.

Using AR in remote support has enabled IT staff to build a stronger connection with store staff, communicate more easily and effectively, and ultimately offer better employee experiences to customers. For the IT team at Specsavers, these capabilities have also reduced risk as technicians are able to better understand and fix IT issues fast, meaning their 41 million customers can rely on them to get the job done, all at the click of a button.



About Specsavers

Specsavers has been a family-run business for over 35 years, working together with its store partners to provide the best value optometry, audiology and other healthcare services for our customers. With stores in UK, Ireland, Netherlands, Norway, Sweden, Denmark, Finland, Spain, Australia and New Zealand, Specsavers employs over 38,000 people who work across its 2,293 stores, as well as in its support offices and throughout the supply chain.

www.specsavers.com

About TeamViewer

As a leading global technology company, TeamViewer offers a secure remote connectivity platform to access, control, manage, monitor, and support any device – across platforms – from anywhere. With more than 600,000 customers, TeamViewer is free for private, non-commercial use and has been installed on more than 2.5 billion devices. TeamViewer continuously innovates in the fields of Remote Connectivity, Augmented Reality, Internet of Things, and Digital Customer Engagement, enabling companies from all industries to digitally transform their business-critical processes through seamless connectivity. Founded in 2005, and headquartered in Göppingen, Germany, TeamViewer is a publicly held company with approximately 1,400 global employees. TeamViewer AG (TMV) is listed at Frankfurt Stock Exchange and belongs to the MDAX.

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