

C A S E S T U D Y



How KryS Group Turned Data into a Performance Driver

A turnkey solution to harmonise practices and boost the performance of an independent network.



Sensormatic
by Johnson Controls

Benefits:



Analyse in-store
footfall with
precision



Enhance the customer
experience through
reliable insights



Optimise
operations and
team scheduling

About Krys Group

KRYS GROUP, a cooperative founded in 1966, is the undisputed leader in optics in France and a major player in hearing care. Under the brands KRYS, KRYS Audition, Le Collectif des Lunetiers, and YOU DO, it manufactures its own lenses in France, leverages expertise in visual and auditory health to serve customers, and welcomes 10 million people each year in more than 1,700 stores, both in France and internationally.



Project

Prior to 2014, KRYG GROUP assessed performance exclusively on sales figures, without distinguishing whether results were driven by store traffic or by team conversion efforts. This lack of visibility represented a significant challenge.

Challenge

To address the lack of analytical data, ShopperTrak Analytics provided a solution designed to measure store traffic and conversion rates. Implementation began with a pilot phase in a few stores, followed by a broader deployment plan. In 2018, the main challenge was to harmonise practices across all stores. A complex task for a cooperative composed of independent retailers. To overcome this, KRYG GROUP made a strategic decision to finance the rollout of the solution across the entire network. The objective was to ensure equal access to analytical tools for every store, enabling accurate footfall measurement and optimisation of commercial performance.



Results

Thanks to ShopperTrak Analytics, KryS Group now has a clear, shared view of both traffic and commercial performance. The data collected helps identify optimisation levers at every stage: customer welcome, personalisation, journey, and conversion.

Based on these insights, three key performance indicators are tracked:



Peak traffic times:

enabling better planning of store staff schedules.



Overall conversion rate:

indicating how many out of 100 people entering the store make a purchase.



Optical conversion rate:

indicating how many out of 100 people entering the store purchase optical equipment.

The Solution

Today, more than 700 KRYG GROUP stores are equipped with 3D video technology. Footfall data is automatically integrated into the Group's BI dashboards, accessible both to individual stores and to KRYG GROUP teams responsible for supporting performance management.



The solution

This solution has enabled more effective resource allocation based on store activity peaks. It also provides a more accurate measure of the impact of national and local marketing campaigns.

With ShopperTrak Analytics, Kryss Group has transformed data into a performance driver. Operational teams and Sensormatic Solutions' Customer Success Managers deliver a reliable, turnkey solution, with installations managed smoothly and within standard timelines.

This partnership with Sensormatic Solutions reflects a shared ambition: leveraging technology to serve people and create an increasingly personalised and efficient customer relationship.



1966

Year Founded

185K+

Stores with
Solutions Deployed

85+

Countries

About Johnson Controls:

Johnson Controls (NYSE:JCI) transforms the environments where people live, work, learn and play. As the world's leading provider of intelligent, healthy and sustainable buildings, our mission is to reimagine the performance of buildings in service of people, places and the planet. Building on a proud history of nearly 140 years of innovation, we deliver the blueprint for the future with OpenBlue, our comprehensive digital offering for industries such as healthcare, schools, data centres, airports, stadiums, manufacturing and beyond. Today, with a global team of 100,000 experts in more than 150 countries, Johnson Controls offers the world's largest portfolio of building technology and software, as well as service solutions from some of the most trusted names in the industry.

Visit www.johnsoncontrols.com for more information and follow [@johnsoncontrols](https://twitter.com/johnsoncontrols) on social platforms.

About Sensormatic Solutions:

Sensormatic Solutions, the leading global retail solutions portfolio of Johnson Controls, powers safe, secure and seamless retail experiences. For more than 60 years, the brand has been at the forefront of the industry's fast-moving technology adoption, redefining retail operations on a global scale and turning insights into actions. Sensormatic Solutions delivers an interconnected ecosystem of loss prevention, inventory intelligence and traffic insight solutions, along with our services and partners to enable retailers worldwide to innovate and elevate with precision, connecting data-driven outcomes that shape retail's future.

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