



Specsavers

Driving E-Commerce Innovation

DIGITAL TRANSFORMATION SPECIALISTS

unipro

Success story

Specsavers, a global leader in eyewear, required a modernised e-commerce environment to deliver innovative features and meet evolving market demands to support their expansive multilingual operations.



The Challenge

Scope: managing over 28 million online visitors annually across 11 territories

Complexity: supporting complex regional requirements for pricing, currencies, taxation, and supply chain.

Scale: ensuring scalability for 19.5 million glasses frames and 400 million contact lenses sold annually.

Optimisation: improving site speed, mobile optimisation, and the overall customer journey.



The Solution

Unipro delivered a future-ready Ecommerce platform tailored for Specsavers' global operations. Key features included

Global e-commerce Platform Integration: multilingual support with regional localisation for pricing and discounts.

Enhanced Customer Experience: delivered 20+ integrations, including Specsavers Appointment Services™ and Framestylar™ visual app for personalised spectacle recommendations.

Enhanced Customer Journey: Subscription management, 1-click reordering, and personalised recommendations.

Mobile Optimisation: Enhanced performance to meet customer expectations.

Decoupled Architecture: Modular design for faster development and continuous deployment.

Re-platforming: Migration to Drupal Commerce and NodeJS for seamless in-store and online integration.

Discounts Engine: Built a bespoke system to manage BOGOF offers, multi-method payments, and promotional codes.



The Results

Unipro's solution empowered Specsavers with a scalable, customer-focused e-commerce platform that handles high transaction volumes, accelerates feature delivery, and enriches user experiences through personalisation and mobile optimisation. The modular design ensures long-term adaptability and continuous innovation.



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Big enough to deliver
Small enough to care

**Transform Your Ecommerce Strategy
with Unipro**

Empower your business with scalable, innovative
digital solutions.



**Contact us today to learn how
we can revolutionise your
Ecommerce operations.**