

Winning the Direct-to-Consumer Channel: Warby Parker

Warby Parker customers care most about **Design, Customer Service, Quality, and Price**

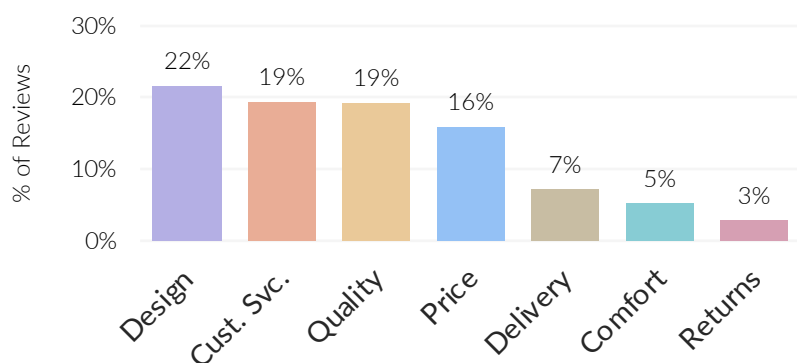
Price is gaining importance with customers and rose 79% in its share of mentions from 2016 to 2019.

Design is losing importance and dropped 48% in the same period.

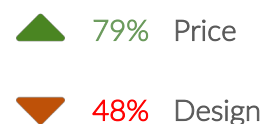
Warby Parker has **>88%** satisfaction across the top four evaluation criteria.

Within Customer Service, Warby Parker is **strongest in Competence** but **weakest in Responsiveness**.

What do Warby Parker customers care about?

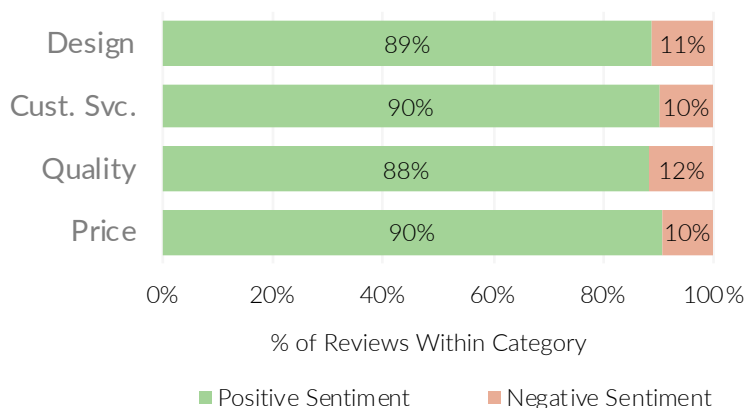


How are preferences changing?



Change in share of mentions from 2016-2019

How is Warby Parker meeting customer needs?



How is Warby Parker winning in customer service?



About Grata Data

Grata Data is the leading investment intelligence platform, turning the world's online data into actionable insight. Fortune 500 companies and top institutional investors use Grata Data to deploy billions of capital into the best companies, people, and products.

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Methodology

Processed >1,700 Warby Parker reviews
Generated >3,000 data points across 23 categories using natural language processing models

Eye Care Providers: Patient Engagement through Digital Transformation

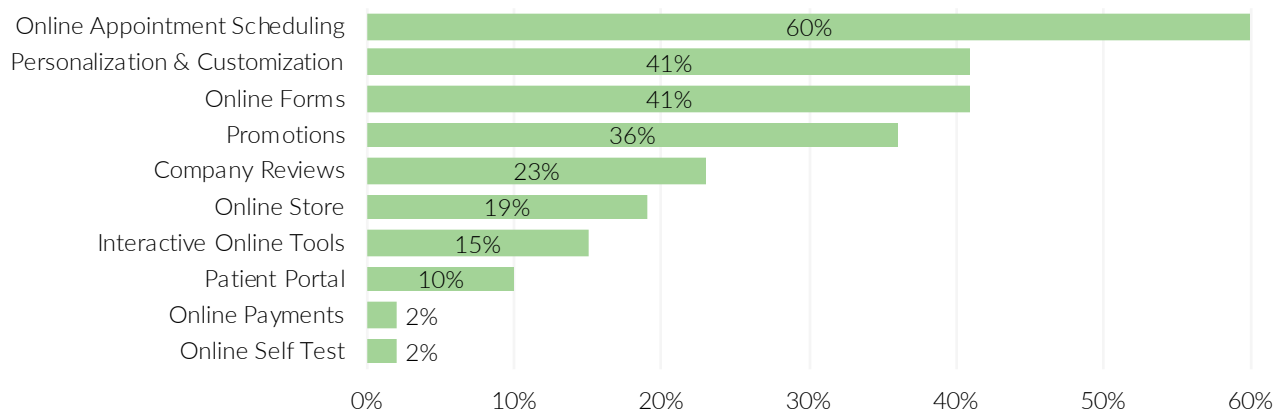
Optometrists, ophthalmologists, and opticians are adapting to the digital age by finding new ways to engage with patients.

60% of providers offer **online appointment scheduling** and 41% are using **online forms**.

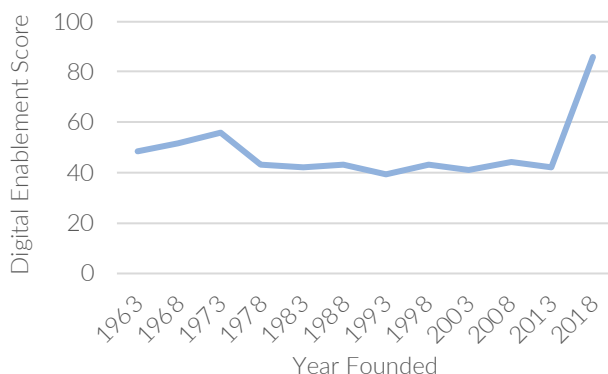
Self-tests, online payments, patient portals, and interactive educational tools are in the early stages of investment.

Digital enablement among **providers founded in the last 5 years is significantly higher** than other cohorts. The **Northeast, West Coast, and Midwest** are home to the market leaders.

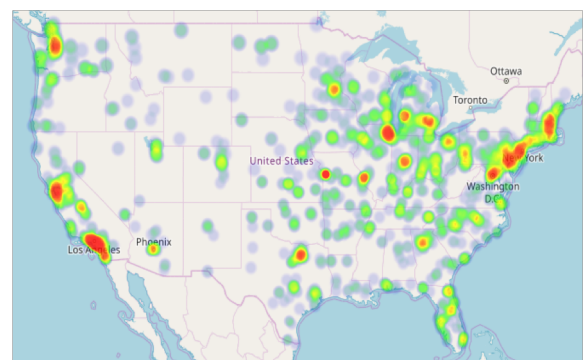
How are eye care providers engaging patients?



Are newer providers more digital?



Where are the most digitally-enabled providers?



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Methodology

Sampled >1,700 eye care provider websites

Generated >33,000 data points across 10 strategies using natural language processing models