



Honouring the contributions of these
COVID Fighting
West Island Businesses

GROUPE VISION
NEW LOOK
VISION GROUP

NEW LOOK VISION GROUP IN THE TIME OF COVID-19

When the pandemic hit, New Look Vision Group rapidly concentrated its efforts based on three important pillars: prevention, protection and responsibility. The Group undertook multiple steps to mitigate the disruptions elicited by the COVID-19 pandemic, taking into close consideration its professional obligations to both employees and clients as well as its duty to leverage its resources and intervene as a responsible corporate citizen.

Preventing by embracing remote work

The company immediately embraced remote work. First, the Group had to close many of its 393 stores (now 406) and took several crucial immediate steps aimed at protecting its employees with a supplemental pay program for those placed on temporary leave. In addition to government employment insurance, employees were provided an additional allowance to ensure a level of income approaching each employee's normal wage. The company's executives also went on a voluntary pay reduction to 80% of their salary despite continuing to work full-time, in solidarity for those affected and to contribute to the important cost containment measures.

Prioritizing safety through protective measures

Reinventing the employee journey in the office

To protect employees at the lab and at the head office that couldn't comply with remote work, New Look Vision Group Once implemented new safety protocols such as the mandatory use of masks, social distancing, and hand washing. It also installed DeskFlex, a tool that allowed employees to book a space in the office and to visualize which ones were available to ensure social distancing. This new system gave the company visibility and control over the respect of its safety measures.

Reinventing the customer journey in store

Before reopening its stores, New Look Vision Group had already envisioned protocols and rapidly took decisions. The Group focused on the customers' journey and re-imagined the in-store experience following two objectives: the safety of employees/customers; and address the demand for optometrist

appointments. When the time came to reopen its stores, New Look Vision Group had already put in place an extensive Personal Protective Equipment program for all its stores across Canada to ensure that as stores reopened, they met the highest COVID-19 safety standards to protect their staff, and their customers. An appointment-only system was put in place with a one-by-one customer support in-store, every employee of the Group was provided a personalized pair of safety eyewear as well as masks, and training on new store cleaning procedures.

Responsibility towards the community

Priority program for healthcare workers

From a community standpoint, at the budding stages of the pandemic, New Look Vision Group announced the creation of the “Guardian Angels” program, a priority program for healthcare workers to receive eye care services as fast as within 24 hours. This initiative was made available across Canada through May 1, 2020 in order to protect healthcare workers’ vision and allow them to continue providing essential services. Eligible individuals were quickly taken care of by an eye care professional. In the case where a healthcare worker was not covered by insurance, New Look covered the cost to repair or replace their glasses. In response to the PPE shortage crisis, the Group also provided healthcare workers with several hundreds of prescription protective eyewear for free.

Providing equipment for safety

New Look Vision Group also mobilized its resources to produce and ship 1,500 pairs of protective eyeglasses to meet equipment needs in the healthcare sector, in response to a call for aid by the Quebec Government. This equipment was rapidly manufactured at its factory located in Montreal's Saint-Laurent borough.

Using technology to support protocols

Finally, in a time where physical distancing and virtual gatherings came to define our new reality, the Group launched its precision-enabled eyewear app in Fall 2020. The New Look Eyewear and IRIS app, available on iPhone X and newer and on iPad Pro, have made it easier than ever to try on single-vision glasses with an optician via a virtual appointment, safely from the comfort of home. Using 3D technology to scan 20,000 data points on a face, customers can design their own pair of eyewear to ensure they are specifically tailored for them. Virtual appointment bookings also allow customers to have a live consultation with opticians from the time and place of their choosing. This unique technology allows to offer the best vision possible and an optimal comfort. In light of stringent physical distancing measures, the applications provide customers peace of mind by helping them shop for frames and prescription lenses virtually.