

vision express

the one hour optical lab

Vision Express
Nottingham, England
www.visionexpress.com

Industry:

Retail & Distribution

Annual Revenue:

US\$ 392 million

Employees:

3,500

Oracle Products & Services:

Oracle Database 10g
Oracle Application Server 10g

Oracle Partner:



Ocuco
www.ocuco.com

Partner Products & Services:

Acuitas™

“Ocuco’s real-time, integrated practice management system drives up performance, optimizes management of resources, facilitates unrivalled customer care, and enables intelligent, timely, enterprise-wide business planning.”

– David Hart, Supply Chain and IT Director, Vision Express

Vision Express Automates the Customer Journey with End-to-End Integrated Optical Practice Management

Part of Europe’s largest optical retailing group, Vision Express serves more than one million customers annually in the United Kingdom and Ireland. The company pioneered the “one-hour optical lab”, enabling it to custom-make glasses in one hour at its 200 retail outlets, all equipped with in-store laboratories.

Challenges

- Standardize and streamline customer registration and appointments, eye examinations, dispensing, manufacturing of spectacles, collection, and client recalls at all 200 retail outlets
- Optimize revenue generated per square meter of retail space
- Capture and analyze near real-time KPI metrics from each store to gain timely insight into market trends and grow competitive advantage through smarter, faster, group-wide decision making

Solution

- Implemented Acuitas™ from Oracle Partner Ocuco, a complete, scalable, paperless practice management solution, built on Oracle Database and Oracle Application Server 10g
- Rolled out Acuitas™ integrated EPoS and patient relationship management processes designed specifically for the optical retail industry to 200 stores and 3,500 users in six months
- Went live on time and on budget with no business disruption
- Benefited from the intuitive functionality of Acuitas™ to turn customer service staff, optical assistants, and optometrists into competent users of key features after just four hours training
- Increased staff efficiency by eliminating manual form filling and data entering, cutting routine process times by 100%
- Eliminated risk of lost data, reduced errors, and improved client service with a single, up-to-date electronic patient record
- Enabled optometrists and dispensing opticians to enter client details directly onto Oracle database and share data seamlessly
- Automated transfer of prescription data to in-store laboratories
- Provided structured, monitored workflow which minimized customer waiting and eliminated form filling
- Used Acuitas™ to monitor the performance of each individual associate and capture and implement recommendations made by customers, leading to an immediate increase in sales