



A CASE STUDY WITH EXPRESS LENS LAB

Fountain Valley, CA

“Optivision’s Lab Management System is the Best of the Best”

ABOUT EXPRESS LENS LAB

Express Lens Lab is an independent wholesale optical laboratory who opened in 1993 and continues to be a leading provider of optical lab services located in Southern California. Express Lens Lab proudly produces VSP work, along with a number of digital and conventional lenses. They also own and operate 5 retail locations, routing their jobs to the main laboratory. They currently produce over 300 jobs per day, which has improved since switching lab systems just a few months ago.

MAKING THE SWITCH

Although they have been producing lenses since 1993, Express Lens Lab was using a Lab Management Software (LMS) that had significant limitations, poor to nonexistent support, and frankly, incorrect information flow. Knowing something had to change, President and CEO Brian Goldstone looking into alternatives. After looking through multiple LMS's, Brian confidently chose Optivision. His priorities included a robust support team, a seasoned company, and someone who would enable, not hinder, his company's growth.

IMPLEMENTATION

1. Understanding the Lab Needs

The team at Optivision, right from the start, spent time to understand the needs of Express Lens Lab. According to John Rodriguez, Co-Owner and Lab Manager, this was essential to an exceeding smooth installation process. He noted how Express Lens Lab has some critical custom components that needed to be solved with the new lab system. He stated that Dave Wedwick, CEO of Optivision, took the time to understand their concerns.

2. Training On-Site

One of Brian and John's worries was that training, with other lab systems, is not done on-site; other LMS customers are told to travel to train on a system that is not theirs.

“This made no sense to me. We have to know how to use the lab system on our machines while running our business - not some closed environment that does not reflect our business or our equipment.” - Brian

Optivision, after identifying and laying out the gameplan, was able to ensure a quick and efficient installation. Express Lens Lab was functional within 4 hours of installation, and by day 5, were faster and more efficient than with their previous lab system.

AT A GLANCE

PREVIOUS CHALLENGES

- Nonresponsive previous LMS
- Poor LMS Data Integrity and Quality
- A True Hindrance to Laboratory Growth

BENEFITS OF OPTIVISION

- Quick and Seamless Install, with Training Onsite
- Capability of Customizing Program to Best Suit Lab Needs
- Extremely Capable and Responsive Support Staff



BRIAN GOLDSTONE

CEO Express Lens Lab

“Optivision had exceeded all of my expectations; they are professional, extremely knowledgeable, and responsive to our requests and customizations on the order of minutes. There is no other lab system I would ever consider after going with Optivision.”





3. Attentiveness and Follow-through After Completion

Optivision, after having trained Express Lens Lab, didn't stop there. They consistently monitored Express Lens Lab to ensure high functionality. According to Brian, the follow through and support team of Optivision made them feel like a priority, and the end result is a lab that is running significantly more efficient, with less breakage, more customizations, and requiring significantly less attentiveness to repetitive and mundane tasks.

RESULTS



Improved Bottom Line

- The customizations and continual improvement to the LMS have decreased the manpower needed to make lenses. John notes "Optivision truly shows they care by always looking for ways to make our situation more efficient".



Ease of use

- Optivision's LMS is straightforward and intuitive. Everything that needs to be done can be done on a single screen. "Our previous LMS had us going back and forth in several different ways to get to make even a single lens. In some cases, we didn't even know where to go in the convoluted lab management system. Optivision is a breath of fresh air in this regard."



Superb Customer Support

- Optivision's team covers all time zones in the Western Hemisphere by phone or its robust customer portal. Support requests are responded to, in many cases, within an hour. "Optivision's customer support team is better than I ever could have imagined. They respond to requests in many cases immediately, and for customizations, are completed within a matter of hours. This was not the case with our previous lab system", states Brian.



Significant Improvement in Breakage

- "Our previous LMS would consider breakage a 'normal' part of doing business. Simply put, we considered that to be unacceptable", states John. Optivision has been able to significantly reduce the amount of breakage that occurs within Express Lens Lab. As a result, Express Lens Lab is more profitable, has faster turnaround time, and ultimately, has happier customers.

"If you are looking for the *Best of the Best* in Lab Management Systems, look no further than Optivision. I did a ton of research before choosing Optivision, and am so happy I did. There is just no way any other lab system can do what Optivision did." - Brian Goldstone, CEO Express Lens Lab