LensDirect.com Case Study

From Zero Automation to Double Output with Innovations

About LensDirect.com

Company Size:
Medium, 50+ employees
Location:
Garden City, New York, USA

Established in 1992, LensDirect.com is an online retailer specializing in vision care products. Focused initially on contact lens mail orders, it has grown into a reputable provider of brand-name contact lenses, accessories, sunglasses, prescription eyewear, and provides a lens replacement service. As a family-owned business with roots dating back to the early 1900s, LensDirect.com has maintained a longstanding presence in the optical industry.

LensDirect®

Pain Point

Until 2022, LensDirect.com's lab faced challenges with their previous Lab Management System (LMS). They needed to find an LMS capable of handling their 3,500 monthly jobs, offering efficiency, automation, and responsive support. According to Mike Michinski, LensDirect.com Operations Director, he came across Ocuco at Vision Expo East 2022. After evaluating different options, LensDirect.com chose Innovations because of its flexibility, robust rules engine, and automation capabilities to handle its production. The responsiveness and experience of the Innovations support team also played a crucial role in the decision-making process.

Innovations support responds to queries in **24 hours** *or less.*

"Innovations' flexibility and the rules settings really won me over. It streamlines everything: having hundreds of jobs going through a day, automating as much of that as possible; and removing some of the technicians' workloads. Our old LMS would struggle, Innovations can automate almost everything", **explains Mike Michinski.**

Implementation

The Ocuco Lab Division specialists installed Innovations in two months with the help of the dedicated LensDirect.com team. Adam McPolin, LensDirect.com Operations Manager, recalled that the entire implementation process happened with minimum lab downtime: "It's significant for us because as an online retailer, we don't ever sleep. So, picking right back up where we left off with little to no delay from the LMS was tremendous for us."

Implementation

LensDirect.com initially utilized their website to address tasks beyond their old LMS capabilities. Realizing the diverse functionalities of Innovations, they recognized the redundancy of relying on their website for compensatory functions. The project scope was expanded by incorporating modules like job queues and work tickets to streamline the full production process. Both the operations director and administrator learned how to use Innovations practically through its installation with the Ocuco delivery and support teams.

"Our old LMS was so cumbersome and rough compared to Innovations that the training required was almost minimal. There's so little work for everyone else because the implementation and automation were fantastic", **evaluates Mike Michinski.**

Results

Since Innovations went live in 2022, LensDirect.com has seen significant transformation and streamlined its operational workflows.

Time Savings with Rules

By establishing criteria such as destination and delivery priority, the lab has achieved substantial time **savings of approximately 30 seconds per order,** adding up to 90 minutes saved per day in administrative tasks.

Increased Automation

LensDirect.com's automation has improved significantly with Innovations, which immediately transmits orders on their local network. Consequently, workflows were simplified, and manual reviews and data entry dropped. In total, there were **time savings of up to two minutes per order!**

Transparent Customer Service

Innovations has impacted LensDirect.com's customer service thanks to seamless API integration with their website. It enables proactive communication, **offering customers automated updates throughout production**, from frame receipt to cutting, assembling, edging, and quality assurance.

Production Growth

The lab experienced a significant boost in **production efficiency and scalability, doubling or even tripling its output,** according to Adam McPolin.

Excellent LMS Support

Ocuco's Lab Division **Support team was proactive and attentive** during and after Innovations went live.

"Your support team is outstanding. Coming from a SaaS business background, you offer something I have never experienced, and it is very refreshing to have that support and a team willing to go above and beyond with follow-ups", **declares Adam McPolin.**

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