

RAPID RESPONSE eCOMMERCE PLATFORM

Brillman Optik Case Study



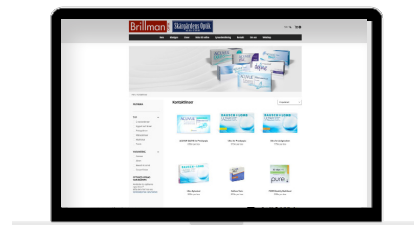
Established in 1959, Brillman Optik is owned by Anna Kajanus and her partner Roger Nilsson.

Company size: Small (6 employees)

Location: Gothenburg, Sweden

Rapid Response eCommerce Platform: www.shop.brillman.se

Go Live Date: 3 June 2020



Pain Point

In quarter one of 2020, accelerated by the COVID-19 pandemic, a shift in the typical optical buying journey could be seen. Brillman opticians noticed the decline in patients appearing in store. It was time to adapt to the "new normal". Anna needed a solution which would open a new revenue stream, as the traditional instore journey was being disrupted. The practice is 45 square meters. Under social distancing regulations there are only 5 clients allowed in the enclosed space at any one time. Although Anna was very conscious of ensuring the safety of her employees and patients, she also needed help to continue doing as many transactions, but remotely.

"The main benefit of the Rapid Response eCommerce Platform is that our customers are able to pay directly online with no extra admin for my staff. Ultimately, I liked the fast project completion. It meant I could be up and running fast. It is a simple, effective solution, that has great partners for payments."

Anna Kajanus, Owner, Brillman Optik



Implementation

Matching their current web design, the Rapid Response eCommerce Platform gives Brillman the option to sell a range of 90 types of contact lenses via their own website. The solution did not require any change to their existing website but added a new sales functionality that carried the same look and feel, and opened a new stream of online revenue.

Results Month 1

- Brillman Optik's online sales platform was complete in 3 weeks
- Online sales quadrupled immediately!
- Brillman Optik's online sales covered the cost of monthly Rapid Response payment from month 1

Anna is currently working to increase her online product offering with OptiCommerce by adding frames and sunglasses to her online eCommerce Platform. She hopes to have these live in the coming months.

Interested to know more about the
Rapid Response eCommerce Platform?

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