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Business Domain

Healthcare and Life Sciences

Project Type

Platform

Major Optical Lens Manufacturer Enhances Distribution Network and Scales up Orders of Ophthalmic Spectacle Lenses with New Desktop Application for Opticians

Client

The award-winning lens manufacturer aimed to improve an existing desktop application used by opticians for the customization and ordering of ophthalmic spectacle lenses.

Project

The Client required a modern application with an interactive user experience and an attractive user interface. Better UX/UI will retain and attract more opticians. The app should be compatible with other peripheral optical devices.

Objective

To enhance and modernize the ordering system of a major optical lens manufacturer in order to improve their order process and strengthen their existing distributor network.

Team Reinforcement

The Client was interested in cooperation with a reliable software development company offering deep technical expertise and reasonable pricing. Intetics software engineers had the experience, vision and capacity to make the lens-ordering process more convenient, efficient and error-free.

Challenge

The Client intended to make the application compatible with other peripheral optical devices. The system was used by a network of 800 optical professionals for completing customized lens orders. The existing distributor database of optical practitioners also had to be seamlessly and efficiently migrated to the new system without disrupting operations.

The Client needed to significantly improve an existing desktop application used by opticians for the customization and ordering of ophthalmic spectacle lenses.

Refactoring the existing application required deep technical expertise and experience. The development of new features and optimization of the existing app needed to be cost-effective. The Intetics team fulfilled all the Client's requirements.

Quick Facts

- ✓ 7+ years of continuous cooperation
- ✓ Order error rate reduced by 75%
- ✓ 8-9% improvement in on-time order delivery
- ✓ Order placement and processing time reduced by 30%

Technologies

Angular / Java 8 / Apache Wicket / NodeJS / JPA / MySQL

Solution

★ 01

The lens manufacturer received an app that improved their relationship with their optician distribution network and streamlined their product order process.

★ 02

The app resulted in the manufacturer receiving a higher number of orders, optimized the cost and speed of order processing.

★ 03

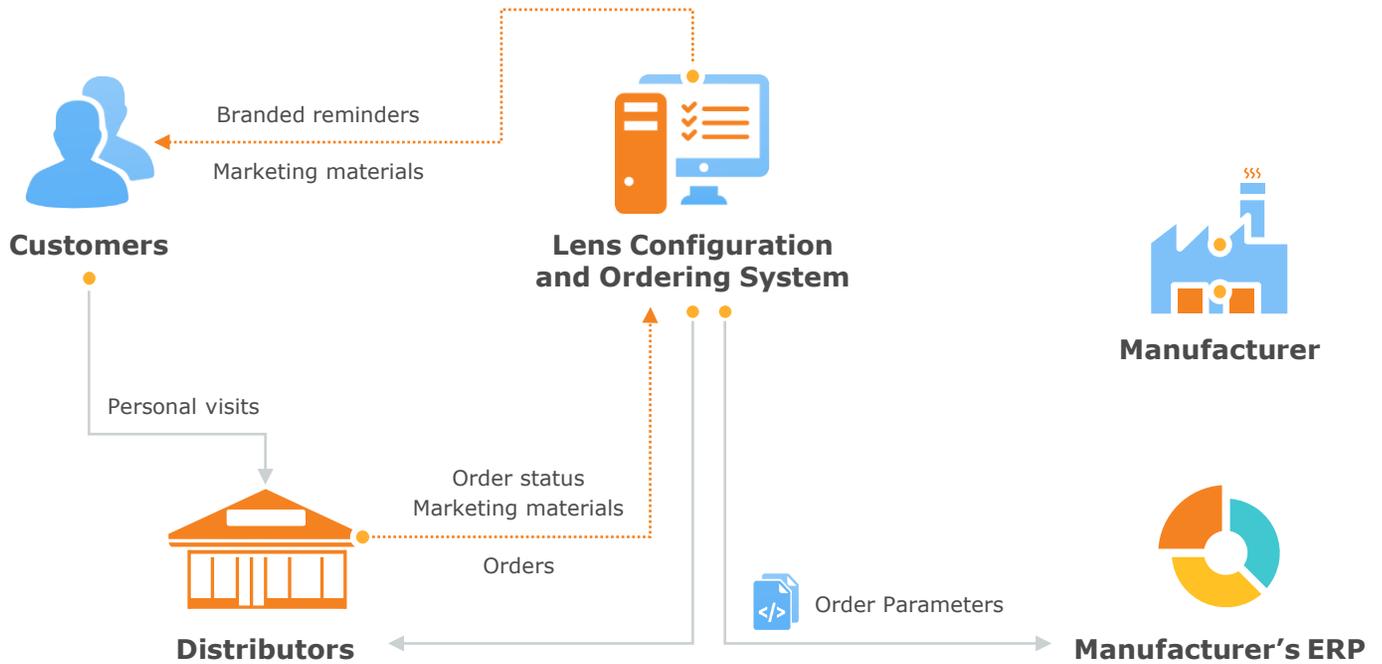
The number of orders received via fax and email was reduced. The processing of the orders became more accurate.

★ 04

Intetics successfully deployed the system without disrupting the work flow of the Client's network.

★ 05

The cooperation between the Client and Intetics has been established for 7 years. Intetics continues to implement new innovative features for the Client's app.



Benefits and Results

- ★ The system created a significant competitive advantage for the Client. The app's users, opticians, now have significantly faster online order placement, the ability to track orders, an easy re-order process, as well as marketing assistance in the form of automated e-mail communications with their patients.
- ★ The system provides a better ordering experience and reduces the number of errors resulting from manual ordering.
- ★ The lens manufacturer received an app that improved the relationship with their optician distribution network and streamlined their product order process.