



CASE STUDY | National Vision, Inc.

BACKGROUND



National Vision, Inc. (NVI) is one of the largest optical retailers in the United States, operating over 800 retail locations in 43 states plus the District of Columbia and Puerto Rico. National Vision employs over 7,000 employees and their retail divisions include America's Best Contacts & Eyeglasses, Eyeglass World, Vision Centers inside select Walmart stores, Vista Optical inside Fred Meyer and Optical Centers on select military bases. National Vision has plans to open over 40 new locations annually. National Vision's lab network consists of three domestic locations (St. Cloud, Minnesota, Salt Lake City, Utah and Lawrenceville, Georgia) and two international locations in China and Mexico. The company's lab network has been identified as one of the most efficient and effective in the industry. With over 600 lab employees, the company focuses on its goals of high efficiency, low cost, high quality and fast turnaround time. It has the capability to route eyeglass jobs to the best labs both in the U.S. and internationally.

THE CHALLENGE

National Vision, one of the nation's largest optic retail chains with more than 800 retail outlets, needed to streamline brand delivery and regulatory compliance to let its branded employees focus on customer care and satisfaction. Ordering and tracking branded materials and other business forms was proving a distraction to retail workers who would rather focus on the customer's experience. Additionally, after a strategic investment from KKR, NVI was tasked with opening 60 new stores a year. The current state of its marketing supply chain, internal team and supporting systems were unable to meet these aggressive growth targets.

"We are excited to be moving forward with SupplyLogic. It's the type of partnership we seek, that becomes a contributor to aiding us in the delivery of our corporate mission, which is to help people, by making quality eye care and eyewear more affordable and accessible."

BRUCE STEFFY

PRESIDENT & CEO,
NATIONAL VISION INC.

SOLUTION

After a successful evaluation, SupplyLogic is building a custom marketing execution solution for NVI. It includes two full-time subject matter experts who will work out of the Duluth headquarters, backed up by a national team of shared services, software experts, business analysts and pre-certified suppliers. It will also include a single unified e-commerce Web portal allowing NVI retail employees to order operational documents and collateral, and receive them better, faster and at lower-cost. The SupplyLogic experts will recommend further innovations through deep visibility into operational data.

RESULTS

In addition to a 20 percent savings on Marketing Execution costs for four years, the deal will provide NVI with a more-focused retail operation, freed from managing indirect supply orders, and more consistent customer brand experiences, while providing real-time performance analytics to NVI marketing executives.

COST SAVINGS

National Vision, Inc. had a 15% net cost savings.

PRODUCTIVITY GAINS

Single platform is accessed through NVI intranet, with several features purpose-built to streamline the checkout process. Process time reduced by 75%.

BRAND CONTINUITY

Consolidation of 7 individual portals into one fully integrated platform, accessed by all 800 stores, resulting in 100% adoption rate across the enterprise.

RISK REDUCTION

Elimination of print supplier-managed portals and reduction of related inventory exposure by 96%.