

A CASE STUDY WITH BLACK LAB OPTICAL

Scottsdale, Arizona

"Whether you are a 10 job-a-day lab, or a 5,000 job-a-day lab, Optivision provides a much superior product than anyone else out there."

ABOUT BLACK LAB OPTICAL

Black Lab Optical is a full-service lab operated by husband and wife John and Kelly McManus. This is their second optical lab, after they sold their first lab to a conglomerate. After starting at around 10 jobs a day, Black Lab Optical quickly found contracts with the DoD and large private eyewear companies, propelling them to a lab that produces, on average, 200-300 jobs per day. At first, they only utilized Optivision's finishing lab system, as that was all that was needed, but then seamlessly upgraded to their full-service suite, which now enables them to succeed.

CHOOSING OPTIVISION

John and Kelly, when initially starting their first company, explored a competing LMS. They quickly found that the other LMS was insufficient, right from the get-go. They could not train on their own system, as they had to go to Florida. They also had heard rumors about very limited support, and had excessive amounts of breakage. They found that this was unacceptable, and decided to utilize Optivision. After signing the contracts, Optivision got their lab set up within 2 weeks. They loved it so much that they came right back to Optivision when starting their second lab!

IMPLEMENTATION

1. Understanding the Lab Needs

The team at Optivision, right from the start, made sure to understand Black Lab Optical, and the niche they were pursuing. According to Kelly, this helped tremendously with securing large customers and contracts. She noted that Optivision took the time and effort to really provide a custom solution to their needs, so that they could be a dominant player in their custom work.

2. Support that the Lab Wanted, at the Speed the Lab Needed

Optivision's Support Team is quick to respond to requests and support - whether the lab needed assistance in setting up a new machine, or requested a custom report to utilize, Optivision makes sure to stay on top of it.

"Optivision's support is incredible. They are able to respond and deliver on requests, in many cases, in under an hour. This significantly helps our lab out, since we don't have to wait for an answer to our inquiry. Their solutions to issues and requests are genius, and our customers note the superior experience, too." - John

AT A GLANCE

BEFORE CHOOSING OPTIVISION

- Difficulty finding a reputable LMS.
- Poor standards and expectations of the industry

BENEFITS OF OPTIVISION

- Onsite Training, with Incredible Support Staff.
- Capability of Customizing Program to Best Suit Lab Needs
- Scalable Solution to Tend to All Needs



JOHN AND KELLY MCMANUS

Owners, Black Lab Optical

"Optivision provides a superior product, with better staff, at a lower cost. This results in my lab functioning better, with less breakage, and a increased bottom line than nearly every other comparable lab in the industry. There is just no question than to choose Optivision"



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Arrange Your Demo with Optivision Today.



3. Attentiveness and Follow-through

Optivision, after having trained staff at Black Lab Optical, didn't stop there. They consistently improved and tweaked Black Lab's custom solution to ensure high functionality. According to John, some of the custom solutions provided to them secured business contracts. From a lab standpoint, Optivision has helped them become much more efficient, eliminate redundant tasks, significantly reduce their breakage compared to other labs in the industry, and most importantly, provides peace of mind, knowing that their LMS is reputable and successful.

RESULTS



Improved Margins

- 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. This helps decrease costs, and ultimately, increase our profit margins"**.



Ease of Training

- Optivision's LMS is a straight-forward and common-sense platform. Everything that needs to be done can be done on a single screen. **"It is so easy to train staff on Optivision. It literally takes less than 10 minutes since everything is so intuitive. Other lab systems are not like this. Optivision is so intuitive and easy to use"**.



Unparalleled 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 other lab systems"**, states Kelly. **"There is also a robust knowledge base so that I can find answers to common questions"**.



Virtually Zero LMS-Related Breakage

- **"In our industry, breakage is going to happen. The incredible thing about Optivision is that they truly look to see the root cause of the breakage, even if it is not 'their' fault. In many cases, they take the lead when speaking with other providers of the lab to ensure the issue is resolved. They truly care about us, and because of that, we really have seen a dramatic difference in breakage compared to other labs of our size. It's amazing"**. - Kelly

"Whether you are just starting out, or are already producing 1,000+ jobs a day, there is no world where I would consider anyone but Optivision. Their support team, their cutting-edge solutions, and their exceptional Laboratory Management System are only a few reasons why I would recommend Optivision. There is simply no one else that comes close" - John McManus, CEO and Owner, Black Lab Optical

