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Eye Designs

Customer Success Story

Optical Store Furniture Manufacturer Speeds Quote Production Time

Eye Designs, LLC, has a history of success as the leader in designing dynamic customer environments and merchandising systems in the ophthalmic industry.

Their product lines include the patented "Versa Merchandising System" which increases efficiency and profits.

Challenge

Prior to implementing Experlogix Configurator, the proposal process was a time consuming, mistake–prone exercise for an Eye Designs sales person. Reps had to travel to the main office to create a quote and had to manually juggle multiple price lists and discount levels. in the catalog, or building just a few hundred generic (or base) items and then using a configurator to build out the details specific to the order."

Collegeville, PA
eyedesigns.com

Corporate Details

Eye Designs is a leading Design/ Manufacture solution for store interiors in the U.S. Established in 1998, Eye Designs' goal is to help store owners realize greater retail sales by providing the best looking retail environments in the industry.

Benefits

- Creates quotes from any location
- Reduces quote production time
- Frees reps to focus on selling
- Handles multiple price lists
- Increases quote accuracy
- View of line drawings for various options

Solution

Eye Designs' Microsoft Dynamics partner, Cargas Systems, researched ISV solutions and recommended Experlogix to Eye Designs. "After investigating Microsoft Dynamics CRM™ quoting add–ons, we found Experlogix to be the most complete and easiest to install solution for our clients," says Brett Meyer, CRM Practice Manager, Cargas Systems.

Result

"Experlogix Configurator combined with Microsoft CRM and Microsoft SL gives us a completely integrated package," says William Lithgow, director of Manufacturing and Operations. "We can create a quote from any location that our sales representatives have internet access. We have experienced greater accuracy and speed with Experlogix."

Managing multiple price levels is also automated. According to Lithgow, "The Experlogix Formula Designer is a great feature. We now have the ability to use multiple prices lists without creating separate lists in the accounting and CRM systems." Reps can also view line–drawings of options in Experlogix to ensure quote accuracy.

"The staff at Experlogix was amazing. They were willing to work at our pace and meet our deadlines."

– William Lithgow
Director of Manufacturing and Operations

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