

Collier Optical Case Study

Efficiency, Data Integrity and Zero Breakage with Innovations

About Collier Optical

Business Model:

Boutique Lab

Location:

High Point, North Carolina, USA

Collier Optical is a boutique optical lab established in May 2023 by Ben and Sarah Collier. It's the result of their 15-year journey in the industry, driven by a desire to create a fundamentally different lab model for independent eyecare professionals. They offer cutting-edge lenses, premium anti-reflective coatings, and meticulous finishing, all delivered with exceptional customer service. Currently, they do approximately 50 jobs a day. They also own a sunglasses shop that carries independent brands. Collier Optical prioritizes partnerships with independent optometrists and lens manufacturers.



Pain Points

Shortly after the lab opened in mid-2023, the initial Lab Management Software (LMS) Collier Optical was using became a bottleneck. Support wait times were turned into days or weeks, leaving the production line at a standstill. The LMS limitations and lack of responsive support significantly hindered lab efficiency.

Seeing limitations with their initial LMS, Ben and Sarah Collier decided to explore other options. While production efficiency and data integrity remained important, they also prioritized finding a solution with a strong support team, a reputable company behind it, and a quick installation to minimize disruption in their lab.

*Innovations
support
responds to
queries in
24 hours
or less.*

"I don't remember why we went with the other company. It might have been the cheaper factor, but we got what we paid for, and it was a disaster. So we wanted to find a solid company before getting too busy", **Sarah Collier.**



Implementation

The specialists from the Ocuco Lab Division installed Innovations in under a month with the dedicated support of the Collier Optical team. Due to the need for a quick installation, the focus was on getting the core system operational, ensuring smooth order processing and job flow.

According to Sarah Collier, Paddy Broe, VP of Sales for the Lab Division, has set clear expectations since the beginning of the sales process. Bob Way, Ocuco Lab Division Operations Manager, and Lori Richmond, Professional Services Engineer, worked on the delivery, setting clear timelines and objectives. Both parties maintained open communication, adjusting the schedule to address urgent tasks.

Training on Innovations took place simultaneously with the installation. Ben took on much of the back-end setup while Sarah familiarized herself with the system during job processing.

Implementation

Overall, the installation process, while intense, achieved its goal of enabling Collier Optical to launch its new LMS in October 2023. The focus on core functionalities and collaboration ensured a successful go-live.

“It’s been a phenomenal experience. We felt like we were talking to someone who was very open and honest, which can be rare in the sales process. They always set expectations correctly. They never overpromised and never underdelivered. It was the other way around, and they consistently overdeliver”, **evaluates Sarah Collier.**



Results

Since starting to work with Innovations in 2023, Collier Optical has made production more efficient and can now focus on developing other business areas.



Excellent Customer Support

Innovations’ global support team covers all time zones via phone or the JIRA portal. Tickets are typically responded to in less than 8 hours. According to Ben Collier, the visibility into the progress being made in resolving each issue is priceless. “They are very knowledgeable, and their responses are ridiculously fast. I put a low priority on probably 80%—90% of what I log through JIRA because it’s typically nothing urgent, and I’ll still sometimes get responses within an hour”, highlights Ben.



Ongoing Development

Sarah Collier highlights Innovations’ continuous improvements and how the LMS is developed based on users’ requirements: “It also just shows that Ocuco cares about developing the product consistently instead of stagnating, which many companies do.”



Data Integrity

With their previous LMS, Collier Optical struggled with periodic communication and corrupt or inconsistent data coming to the surfacing equipment. Innovations eliminated that issue, as the data processed by the LMS is reliable, minimizing calculation errors experienced previously.



Ease of Use

Previously accustomed to MS-DOS screens or a confusing mix of interfaces in their old LMS, they found navigating Innovations refreshingly simple. “I was used to a combination of different-looking screens, and this is all easy. I am pretty shocked at how easily I can navigate and find things I’ve never found before”.



Breakage Reduction

With their previous LMS, Ben and Sarah Collier recall that their lab’s breakage rate was through the roof. Once Innovations went live, that number went close to zero, with minimal redos required.

“Implementing Innovations helped us fine-tune the processes. Scan and verify gave us a lot of peace of mind. We knew that when something starts in production, it gets the right data because we’ve already gone through certain steps.”

