



KONICA MINOLTA

SUCCESS STORY

TRANSPROMO

LENSWAY, SWEDEN

Implementing transpromo solution leads to new revenue growth

Lensway is an online optician in Scandinavia and some other European countries, selling eyewear products ranging from prescription glasses to contact lens cleaning fluids. While they operate a number of stores to service customers, their main strategy is to sell via the internet. Starting back in 2000 selling contact lenses online, their business has grown steadily. In 2008 they expanded their product range to also offer prescription glasses at very competitive prices.



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▀ The challenge

In their quest to continuously expand their customer base and improve profitability, Lensway was looking for new ways to attract customers and to generate repeat business. Realizing the fact that they had grown a large contact lens customer base, and that the market potential for glasses was bigger than for the market for contact lenses, they made it a key business objective to cross-sell prescription glasses to their contact lens wearing customers.

▀ The solution

As a longtime user of Konica Minolta print technology, they discussed this challenge with them and learned about the possibilities to include promotional messages on a transactional statement. For Lensway, the invoice was one of the few tangible communication pieces with customers, which was also the most-read and most archived communication piece. They understood this could be a great vehicle to use in an effort to generate cross-selling revenue or even repeat business. There was initial concern about the reliability of merging additional messages to such an important document. After all, printing invoices is a privacy sensitive issue, and adding another source to it would raise the risk of mistakes – which was unacceptable. The decision was taken to buy the PlanetPress solution to add a static promotional message to each invoice.

▀ The result

Within the first months of printing the new invoices, it became clear that it proved to work. “It was clear to me that there was an increase in orders of glasses based on the promotional messages we sent out on the invoice” said Henrik Johansson, Marketing and Sales manager at Lensway. “We experienced a fast increase in both revenue and volume. Also we see that this approach created a huge awareness that we offer all sorts of other eyewear products, which will have a positive effect on sales of new products that we will offer in the future.



Henrik Johansson, Marketing & Sales manager at Lensway (right), and Mikael Petterson from Konica Minolta Sweden (left).

▀ Future outlook

The future looks bright for Lensway. Johansson explains “The results were so promising that we are now looking into making personalized promotions on the invoice, rather than just generic offers. With the proper white space management we can maximize the use of each invoice, which makes the invoice even more valuable. We have the customer data to make bespoke offers to each of our

▀ Case details

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| Customer | Lensway/LensLogistics SA |
| Customer type | Internet retailer |
| Location | Stockholm, Sweden |
| NOC contact | Mikael Petterson, Roy Spennare |
| Author | Konica Minolta Business Solutions Europe GmbH |
| Date | April 2013 |



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