The Organization

Modern Optical International is one of America's leading providers of eyeglass frames, distributing its high-quality optical products across the United States. Key components of Modern's success are its field sales force and a focus on outstanding customer service.

Modern has been using Microsoft Dynamics NAV since 1996 and has continued to invest in NAV through upgrades, fine tuning and ongoing training to ensure that its business systems stay competitive in this service-driven industry. After their upgrade to Dynamics NAV 2009 they wanted to empower the sales force by providing real time access to sales data.

The Challenge

Modern Optical customer service reps were spending a lot of time providing support to the sales force. Most of the support revolved around a need for up-to-date information on sales and order status to reps in the field. Management had three objectives:

· Keep sales and customer service focused on customers and spend less time talking to each other.
· Give sales people the tools to answer customer inquiries more rapidly.
· Grow the business without expanding customer service staff.

Additionally, in order to access the required information without redesigning all the reports for Role Tailored Client, the company wanted this all to run under the Classic Client – a capability which is not available from NAV out of the box. This called for a custom Web access application.

The Solution

Liberty Grove Software proposed a portal where the sales force could run their own reports, and check their orders from their customer's office, their car, or the airport-wherever they were. A mobile application was designed that utilized Web Services in a Classic Client environment. Liberty Grove Software's development team then built the complete solution including a PHP coded web site which integrates with NAV's Classic Client to generate PDF reports. Now, remote users can sign into the web site, select their report and enter the filter criteria as they would in NAV. They can then view or print a PDF report on their laptop, tablet or smart phone.

The Result

Modern Optical has been able to significantly reduce the time that customer service spends on sales force requests, so both sales people and customer service reps can focus on customers, and turn around customer inquiries and orders faster, fulfilling Modern Optical's quest to provide the best service in the industry.

Scheduled next for Modern Optical is an LGS created 'Web Services to Classic Client' application for customer self-service order entry.

Contact Liberty Grove Software to find out how we can help you achieve the results your company is looking for.

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