

Eye Designs

Customer Success Case Study

EYE|DESIGNS
group

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 Configure, Price, Quote (CPQ), the proposal process was a time consuming, error-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.

Product

- Experlogix CPQ

Benefits

- Create quotes from any location
- Free sales representatives to focus on selling
- Increase quote accuracy
- Reduce quote production time
- Handle multiple price lists
- View line drawings for product options

Tech

- Microsoft Dynamics 365

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," said Brett Meyer, CRM Practice Manager, Cargas Systems.

Result

"Experlogix CPQ combined with Microsoft CRM and Microsoft SL gives us a completely integrated package," said William Lithgow, Director of Manufacturing and Operations. "We can create a quote from any location where 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 price lists without creating separate lists in the accounting and CRM systems." Reps can also view linedrawings 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

Want to learn more?

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