

Lexmark was selected to streamline Vision Express' printer infrastructure. A more reliable, productive and cost-effective solution was implemented, enabling Vision Express to improve business processes and save money.

Lexmark gives Vision Express clear view of print costs

The Organisation

Vision Express is the UK's leading chain of opticians. It was founded in 1988 with the launch of the UK's first 'one hour' service and now has 332 stores and 4,300 employees in the UK and Ireland. In 1997, it joined Europe's largest optical retailer, GrandVision Group, which operates more than 930 stores in 15 countries.

The Challenge

Each Vision Express store produces a variety of printed output, including general business documents; pre-printed National Health Service (NHS) forms; customer receipts; prescriptions; and other lab-specific information.

Vision Express found that its existing fleet was unable to satisfy these diverse requirements. Customers were frequently given a bundle of hand-written papers instead of printed output; the difficulty of correctly filling in pre-printed NHS forms meant that Vision Express was missing out on NHS contributions; and with no visibility of print costs it was hard to budget for future expenditure.

In addition, the task of supporting the large number and variety of printers used was placing an unacceptable burden on Vision Express' IT department, both in terms of time spent managing the fleet and the cost of sending out engineers to solve problems.

The Solution

Following a rigorous selection process and a three-month trial in four key stores, Lexmark was selected to streamline Vision Express' printer infrastructure. It recommended a mix of printers to meet the diverse needs of different departments within each store.

“Aside from the cost savings, one clear benefit for me is the predictable view of future expense. This is what would make Lexmark first choice for me again in the future: the fact that the cost of consumables is included in any bid pricing is key.”

vision express
What would you like to see?

– Ash Edwards
IT Manager
Vision Express

To facilitate the printing of NHS forms by optometrists, Lexmark specified T632dtn printers with separate paper trays for each of the three forms used and built-in duplex for automatic two-sided printing.

The printers are integrated with the Vision Express Integrated Patient Management System so that the name and address of the customer and other patient information is automatically filled in on forms before printing. This helps ensure that forms are completed accurately, which is



necessary if an order is to be processed efficiently and Vision Express is to receive appropriate NHS contributions

In addition, Lexmark recommended compact, easy to use E342n printers for point of sale applications (now installed in over half of Vision Express stores) and E120n printers for managers' offices and store labs. So far, it has installed two E120n printers in 80% of Vision Express stores, with plans to fit-out the remainder as existing units reach their end of life.

“We’ve become even more focused on customer service through this process. Previously the customer would be given a bundle of hand-written papers. Now the process, and the experience, is seamless.”

– Ash Edwards

All printers are network models, giving the IT department complete visibility of print devices across all 332 Vision Express stores for centralised device management.

Because Lexmark develops bespoke solutions for each customer, it was able to meet Vision Express's requirements precisely. Its wide range of

print devices and the ability to customise them to work with existing information systems meant that it was able to provide Vision Express with a more reliable, productive and cost-effective solution.

Vision Express was equally impressed by Lexmark's printer management software that enables IT administrators to view the status of every printer on the network, and by its bid pricing, which included the cost of consumables for the term of the contract.

The Results

The new printer infrastructure has helped Vision Express improve business processes and save money. Integrating T632dtn printers with the new Integrated Patient Management System has automated form filling, saving time and increasing accuracy so that less money is lost through unclaimed NHS contributions.

In addition, Lexmark's network printers are easier to operate and much simpler to manage. “We can see when the problem with a unit is simply that the toner has run out, or the door isn't shut properly. This means that we can talk the user through the solution, rather than initiating an expensive call-out. As a result, the amount of time printers aren't working has dramatically reduced throughout all of our stores,” explained Ash Edwards, IT Manager at Vision Express.

