



CUSTOMER STORY

## ANALYTICS



SVS Vision extends data and high-quality analytics to over 80 retail locations



“Its ease of use meant end users could pick Qlik Sense up quickly, and it dramatically improved conversations around store performance across the business. It just made sense.”

Eric Lafferty, Director of Financial Planning and Analysis, SVS Vision

### A personal approach to eyecare

SVS Vision has a history dating back nearly 50 years of supporting local economies, and providing affordable, high-quality eyewear. Based in Mount Clemens, Michigan—a suburb northeast of Detroit—the eyeglass and contact lens manufacturer and retailer operates over 80 locations in nine states, with lens manufacturing handled centrally at SVS Vision’s state-of-the-art manufacturing facility located in Mount Clemens.

SVS Vision stores mix the familiar with the unique. Their look, feel and product ranges are broadly similar, but the personal approaches offered by local branch staff means each location has its own characteristics.

“What sets our stores apart is the way our staff are trained to interact with patients,” explains Eric Lafferty, Director of Financial Planning and Analysis at SVS Vision. “Our company mantra—always improving, always growing, always family— is truly at the core of everything we do.”

It’s an approach that clearly works. SVS Vision’s business is growing, adding an average of five new locations each year, and boasts a customer retention rate that far outstrips that of its competitors.

### Tracking the patient journey

While many aspects make each SVS Vision location a little bit different, there are critical performance factors that apply to all of them. Even the most friendly and customer-centric businesses don’t achieve the success that SVS Vision has without strong oversight and a range of common operational metrics.

#### Solution Overview

##### Customer Name

SVS Vision

##### Industry

Healthcare

##### Geography

USA

##### Function

IT, Sales, Supply Chain Management

##### Business Value Driver

Patient Intelligence, Reimagined Processes

##### Challenges

- Manage KPIs and operational metrics more effectively
- Remove manual and spreadsheet-based processes
- Make more valuable use of existing business data

##### Solution

SVS Vision teamed up with WIT to replace static reporting with performance-enhancing dashboards at individual retail locations.

##### Results

- Qlik Sense® enables a more interconnected business
- Retail store performance is improved as stores become more data-driven
- Users leverage new insights gained to develop additional use cases



For SVS Vision, the pivotal indicator of business performance and the success of the overall patient journey begins at how many examinations an optometrist conducts. “In terms of KPIs, exam volume is the starting point,” explains Lafferty, which led to SVS Vision’s first dashboard created analyzing exams.

However, it did not end there. Multiple dashboards have stemmed from the first dashboard, including data on exams, orders, sales and much more to assist its locations. What SVS Vision needed was an out-of-the-box solution that it could install and deploy with minimal downtime or friction.

The business sought advice from seasoned Detroit-based data and analytics consultancy WIT Solutions (WIT), to automate and modernize KPI reporting and analysis with Qlik Sense.

## A platform’s potential

Several Qlik Sense dashboards had already been deployed at the corporate office, so the solution already had some traction. However, SVS Vision and WIT realized that there remained extensive potential to extend the use case across the business, using Qlik Sense to deliver a unified reporting platform that delivered meaningful, comparable information to every store.

Together, SVS Vision and WIT formulated a strategy. Expanding Qlik Sense’s deployment within SVS Vision would increase cross-business visibility into its KPIs. Furthermore, by extending that access to individual store locations, the benefits would be broadened, reporting accuracy increased and processes accelerated.

“Rolling out Qlik Sense to the stores was a no-brainer,” recalls Lafferty. “Its ease of use meant end users could pick it up quickly, and it dramatically improved conversations around store performance across the business. It just made sense.”

SVS Vision and WIT’s teams began the groundwork to replace legacy reports with dashboards that could be used by staff at any level of experience.

“We went report by report,” Lafferty adds. “Migrating to Qlik Sense gave us an opportunity to revamp everything, creating additional logic that departments had long been asking for and with full certainty that the data displayed was fully accurate.”

## Encouraging engagement and additional ideas

As Qlik Sense rolls out across SVS Vision’s business, its various units and the data they generate are becoming increasingly interconnected. Reporting processes are becoming quicker, more streamlined and more effective, and even staff who were initially skeptical about introducing Qlik Sense into individual stores have been won over by its ease of use.

Utilizing user feedback is critical for SVS Vision’s enhancement and further development of current and new dashboards created.

“Including all facets of the business into our dashboards gives our team the ability to train, educate and guide our offices to provide better care to our patients,” explains Lafferty. “If an office is struggling, we can work out what training they need to help them out. It’s the numbers that Qlik Sense delivers that lets us see that.”

Lafferty notes that the speed and ease of use that Qlik Sense delivers have won praise across the business. Department leaders have used the tool to create goals and expectations for their departments, while office managers appreciate the convenience and efficiency.

“Qlik Sense is extremely user-friendly. For us, the ability to not have to deal with spreadsheets gives staff the freedom to receive the knowledge and data in a quick and efficient manner, leaving much more time to attend to other things such as our patients. That’s a huge help to the business.”

He concludes: “Office managers can now go fully automatic and pull up reports from the previous day, week or month, faster than ever before. It’s been a huge time-saver and stress relief, and they love it.”

**The  
keys to  
success**



**85**

locations to use Qlik Sense  
when rollout completes



**Significantly**

improved user experience  
enables data-driven stores

“Qlik Sense is extremely user-friendly. For us, the ability to not have to deal with spreadsheets gives staff the freedom to receive the knowledge and data in a quick and efficient manner, leaving much more time to attend to other things such as our patients. That’s a huge help to the business.”

Eric Lafferty, Director of Financial Planning and Analysis, SVS Vision



### About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

[qlik.com](https://qlik.com)



### About WIT Solutions

With over 25 years of experience and the successful completion of over 400 analytics and automation projects, WIT Solutions' team of expert consultants have a deep collective experience that allows its clients to transform their data into actionable insights. WIT strives to enable its customers to become data-driven decision making companies; aligning analytics and automation initiatives with key business goals that advance customer satisfaction, competitiveness, productivity, and shareholder value.

[witinc.com](https://witinc.com)