



## IKON Case Study

# Luxottica Retail

### Production Workflow Solutions Provide Major Cost and Time Savings for World's Largest Optical Retailer

Luxottica Retail is the world's largest optical retailer with more than 5,400 optical, sun, watch and gift locations throughout the United States and Canada, including LensCrafters, Pearle Vision, Sears Optical, Target Optical, BJ's Optical, Watch Station, Watch World, Things Remembered, Sunglass Hut International and EyeMed Vision Care. Luxottica Retail employs approximately 30,000 associates.

The company's centralized copy and mail distribution centers, located at its corporate headquarters in Mason, Ohio, provide in- and outbound and interoffice mail processing, fulfillment and distribution of store communications, and general print-on-demand and copy/print services.

Luxottica Retail turned to IKON Office Solutions to streamline its document management processes and provide customer service that mirrored Luxottica Retail's own mission: "to serve and inspire with excellence."

#### CHALLENGE

Luxottica Retail was looking for innovative document management ideas and better workflow policies and procedures to improve operating efficiencies, reduce costs, enhance quality and increase productivity.

Under its previous facilities management vendor, Luxottica Retail's mail center was inefficient. For instance, the center's single color copying solution did not meet the needs of the company's Macintosh users. Its production-level black-and-white device provided excessive capacity for the facility's output and was unsuitable for short production runs on rapid turnaround projects. Staff often found themselves having to outsource their projects.

Luxottica Retail wanted its mail and copy center to more closely resemble its retail environment: clean, organized, customer-focused, and properly equipped with state-of-the-art, easy-to-use equipment.

#### SOLUTION

After analyzing its document management processes, IKON worked with Luxottica Retail to develop a solution that would improve the operating efficiencies of its mail and copy center, coordinate on-site printing, and manage acquisition and distribution of supplies.

#### CHALLENGE

- Poor service and support from facilities management vendor
- Inefficient and costly mail and copy center operations

#### SOLUTION

- Document management strategy based on improving operating procedures and workflow
- Redesigned mail and copy centers with new capabilities and equipment

#### RESULTS

- Substantial one-time cost savings
- Customer-focused, consistent, and highly organized document management
- Reduction in printing costs



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Improved operating efficiencies provided a substantial savings and the migration of printing jobs to multifunction devices reduced printing costs.



With the opening of its new corporate headquarters, IKON conducted a workflow analysis in order to design a new Document Services Center with a convenient walk-up location.

IKON and Luxottica Retail designed and configured an enhanced mailroom workspace with new standards and procedures to improve productivity and reduce costs. The copy center was designed to provide a single source of accountability for document production — determining the best method, turnaround, and pricing required to meet employees' specific needs. Employees can now submit copy orders electronically in a streamlined process that saves time, reduces formatting issues and minimizes costs. Most importantly, the service center provides the necessary on-site leadership and empowered staff to maximize service levels and performance capabilities.

IKON analyzed Luxottica Retail's equipment needs and replaced many single-function devices with multifunction devices to save space and minimize costs. Simple measures, such as signage that clearly identified the location of equipment and supplies, created a more productive office environment. IKON and Luxottica Retail also established better procedures for acquiring, inventorying and monitoring consumables, and designed a convenience service area for copy, print, mail, fax and scanning.

## RESULTS

In addition to improved operating efficiencies, the new on-site facilities management solution developed by IKON provided Luxottica Retail with a substantial savings in the first year, and the migration of printing jobs to multifunction devices significantly reduced printing costs. IKON demonstrated to Luxottica Retail the importance of assessing business processes and workflow when developing an integrated document management strategy. Although technology played a key role in improving production quality and efficiency, Luxottica Retail's most significant savings occurred from changes in operating procedures and workflow. Continually looking for ways to further improve efficiency for Luxottica Retail, IKON is currently analyzing the company's printing processes and will develop recommendations for implementing a cost-effective print-on-demand solution for more than 780 forms used in Luxottica Retail stores.

Following the success at Luxottica Retail and other facilities management sites like it, IKON launched its outsourcing service delivery platform entitled IKON Service Excellence<sup>SM</sup>. Through this initiative, IKON helps companies become more efficient and improve return on investment by leveraging document expertise, best practices, innovative technology and world-class service capabilities.