



“Over the past four years, Direct Link has consistently performed at a high level with quality delivery services and customer care, offering innovative solutions to meet our changing needs.”

Optical Products Manufacturer Streamlines Merchandise Distribution

When a world leader in the optical industry began making disposable and bifocal contact lenses, an international distribution opportunity was created. Our client wanted to stay one step ahead of the competition, building on brand loyalty and keeping costs low by leveraging existing production facilities and distribution centers. A Direct Link solution helped them to see their objectives through to reality.

DIRECT DOOR-TO-DOOR DELIVERY

A referral from another company within their distribution network led a multinational optical products company to approach Direct Link. The client’s interest was distribution of disposable contact lenses directly to the homes of customers located throughout Scandinavia.

Having discussed the company’s existing processes for sending products to Sweden, Norway and Denmark, we were able to identify

“extra links” in the supply chain, inefficiencies in handling undeliverables and returns and the added burden of having to resupply. With the opportunity to remove a large element of cost, we were able to move forward in recommending a simpler and more effective distribution process.

A GOOD SOLUTION RUNS BY ITSELF

In client meetings, an interest was shown in having a special solution for ‘customer specific’ return addresses for Scandinavia. The client needed a system that was self-sustainable once orders left their manufacturing facility in the UK. Direct Link developed a solution whereby orders could be redirected to optical shops if customers were not at home at the time of delivery. Furthermore, if the customer refused the order, the items could be absorbed into inventory by a local shop. This solution was designed to reduce the cost of returns to the client, and create more delivery options for the customer.

HAPPY AND LOYAL CUSTOMERS LET YOU FOCUS ON WHAT YOU DO BEST

In addition to an improved distribution program and differentiation from their competitors, the result was a

streamlined process in key markets and improved delivery options for the customers purchasing the lenses. With products now efficiently delivered directly to household customers, the client could focus on their core business: manufacturing and product development.

After the implementation of the Direct Link solution, retail dealers took responsibility for inventories and returns once the products left the UK. The solution offered an improved and more flexible delivery service to customers and retailers. The retailers also benefited from the new system through increased relations with their clients, enhancing the overall experience of the customer and improving loyalty for all parties.

A CUSTOMER BECOMES AN ADVOCATE

The Direct Link solution proved very successful for the client and was praised throughout the company. The client decided to expand our collaboration to other areas of their business, providing a springboard for growth, including additional destinations.



