



Uniware Warehouse and Omnichannel Implementation for India's Complete Eyewear Solution

COMPANY OVERVIEW

With over 5000 styles of eyewear (sunglasses, reading glasses, contact lenses) India's privately-held company operates as biggest online retailer of eyewear in India. The Indian eyewear portal has self-owned and franchise stores in various cities and towns in India.

Once a startup, the organization now tops among the e-tailers entering into niche segments to cash in on untapped categories. Their vision is to revolutionize the eyewear industry in India by providing high quality eyewear to millions of Indians at affordable prices, giving free eye checkups at home, extending their services to the remote corners of India.



CLIENT'S GOALS

India's leading online shopping portal for eyewear leads with a mission to reach every Indian with high-quality designer glasses without hurting their pocket much. Emerging as the largest eyewear marketplace in India, with 400+ stores, it ships ~2 lakh orders in a month. In terms of the product offerings, they sell world famous eyewear brands (Rayban, FastTrack etc.) as well as their own manufactured private labels.

In initial times, they started with selling spectacles in single digits a day in 2012, and now sell 5000+ eyewear on an average per day. Being the sole player in the market with such detailed product varieties, managing the operations was not going to be easy. They had certain goals as an organization and were looking for some solution to invest in:

-  Simplified Warehouse Management
-  Robust Omnichannel Solution
-  Centralised Order Management
-  Centralised Inventory Management

CHALLENGES

Process, Operations & Management

Being one of its kind of online shopping portal for eyewear, initially, they started off by selling contact lenses only. A couple of months later, eyeglasses and sunglasses were added. With frequent add-ons to the product line and upgrades in the services for Home Trials & Try first Buy Later, they observed various challenges both at manufacturing and operations level:



They required well-organized warehouses to streamline delivery of the orders within promised SLAs, which became challenging with their aggressive expansion across the country.



Offering over 6500+ frames & glasses, and more than 40 kinds of high-quality lenses, they required a fully automated quality check solution which can help them maintain high standards among its customers.



With the ever improving services like introducing Home eye checkups, Home Trials and Try First Buy Later features they wanted to separately yet collectively manage orders and stock of the products automatically and efficiently.



Expanding their offline presence around 60+ Cities, they had to deal with the biggest challenge of the merger of E-commerce and Physical Retail to provide a seamless customer experience across all touch points.

The above enlisted are just few of those challenges which were faced by the organization during its starting phase as a leading eyewear marketplace. They wanted to adapt a scalable technology solution to ensure seamless warehouse operations across both Online and Offline business to help them boost customer experience.

WHY UNICOMMERCE

Collaboration With Unicommerce

This organization was one of those few startups which invested in state-of-the art ecommerce supply chain solution called Unicommerce which has helped them streamline all key business processes.

They started off majorly with two product lines Private labelled and Branded eyewear. To manage complete operational mechanism of Ordering and Logistics across all both offline stores and website, Unicommerce helped them with all required customization to make their complex inventory-led operational system simpler.



To achieve their goal of minimizing returns, Unicommerce set a **three-step quality check process** to ensure that customers do not face any of the product fitment and incorrect lens power problems.



With ever growing order volume, Unicommerce order management system helped them to **centralize, automate and streamline the order processing** operations across all customer touch points (website, offline stores etc.) from a unified panel.



Unicommerce pre integrations with leading logistic partners (Blue Dart, Delhivery, FedEx etc.) has contributed simpler fulfillment mechanism for them.



Unicommerce **customized different fulfillment techniques for their different services** i.e. For Home Trials and Try First Buy Later only Pick and Dispatch functions were mandatory, while normally the order will be Packed and delivered to the customer.



Unicommerce's inventory solution, helped them to **centralize inventory for both online** (Website) **& offline** (Stores, Franchises, etc.) **retail**.



With India's biggest Tax Reform, **hassle free transition to GST structure** from former tax structure was effortlessly carried out with Unicommerce solution without even hampering daily operations.



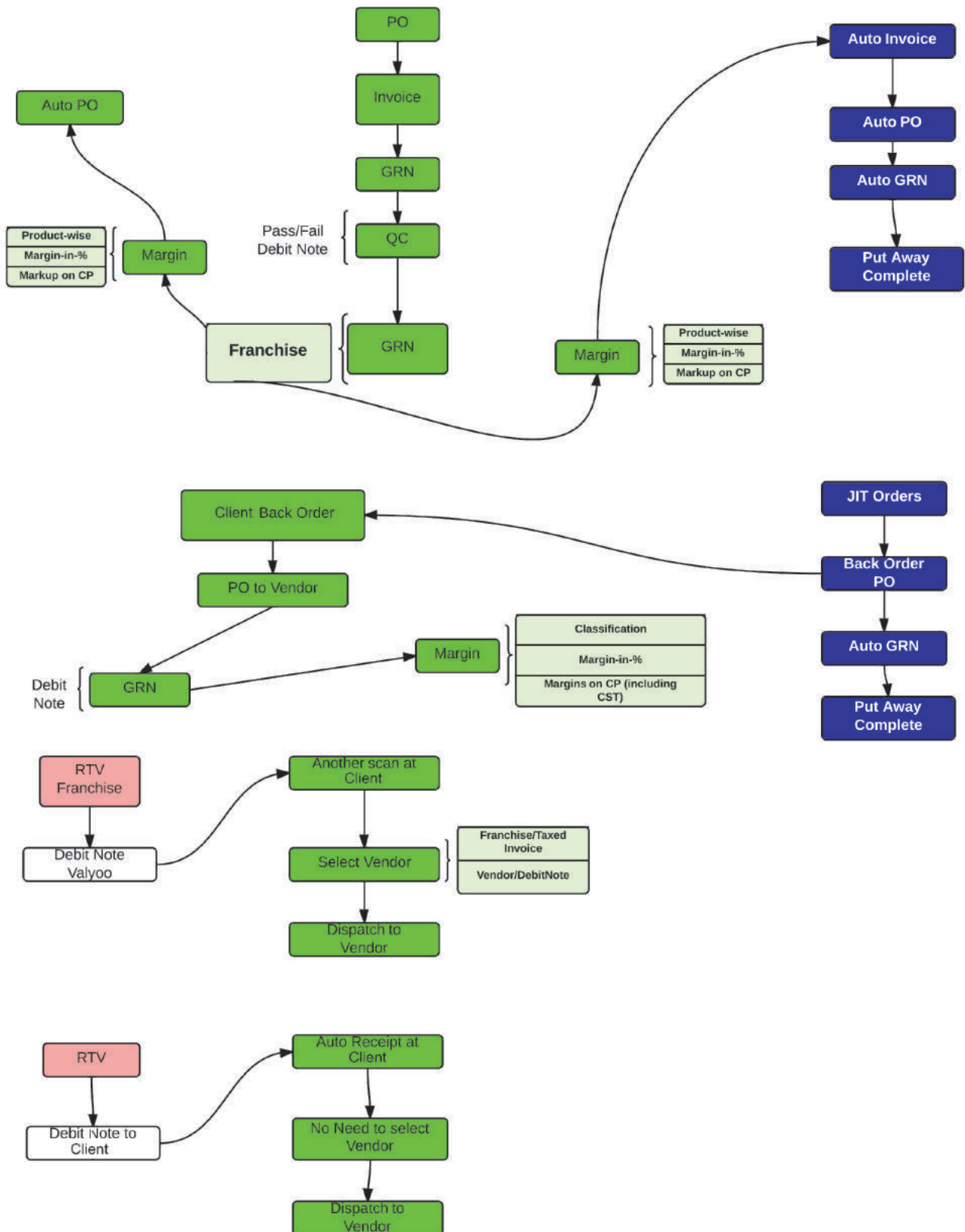
Unicommerce created **an advanced and customized panel for their Customer Service Team** which helped the Team to communicate well with the customer queries and build higher customer experience.



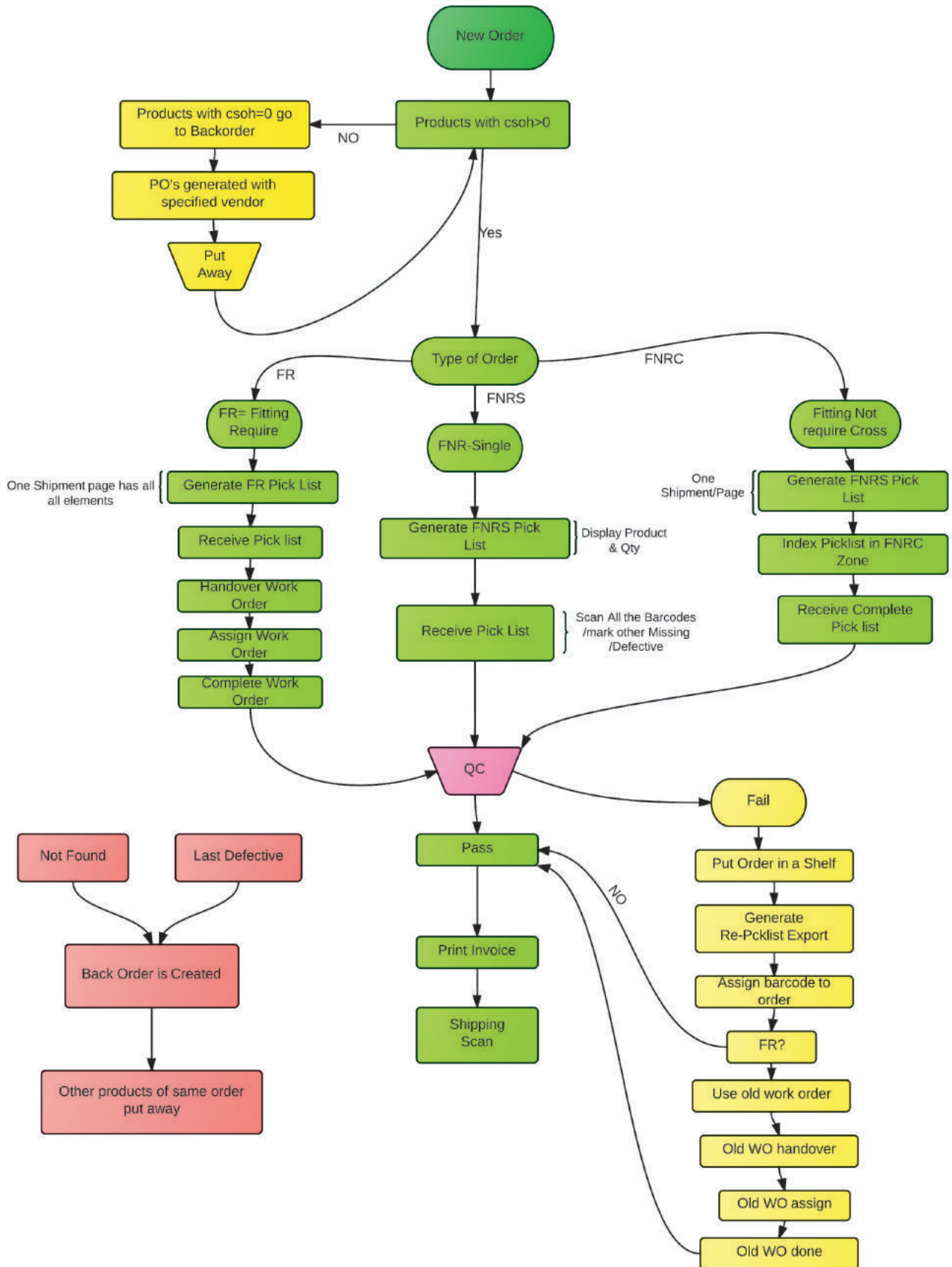
Unicommerce pushes status of customer's orders (QC_Complete, Fitting_Done, Dispatched, Return, etc.) to their system almost at real time and which helps them to solve customer queries as and when required.

Implementation Details

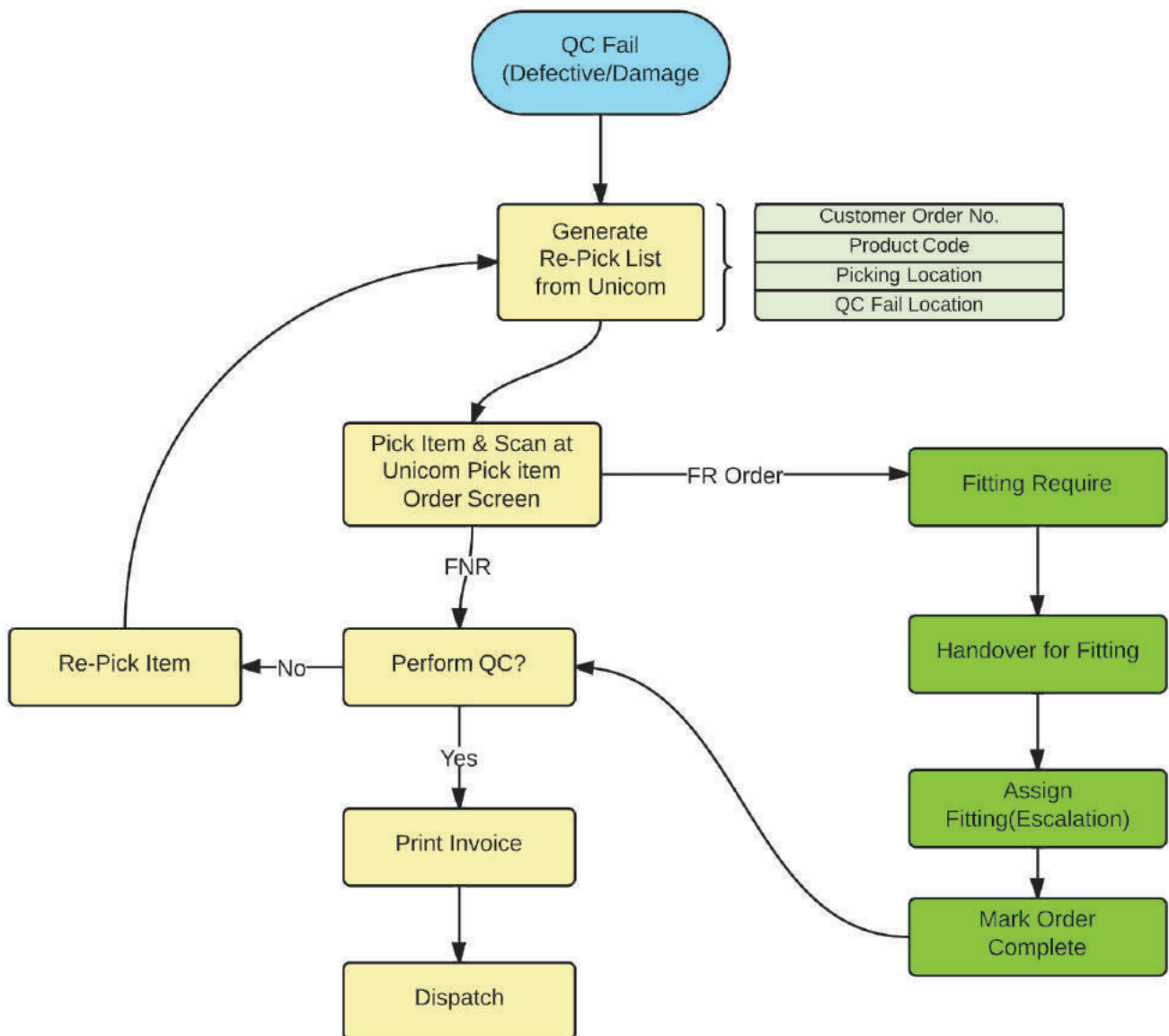
Dual 2 Tier System



Ops FF Flow



Escalation QC Fail



RESULTS

Then and Now, How the things changed

Unicommerce's collaboration with India's leading Eyewear Marketplace has resulted in significant changes on the operations front to ensure customer delight. It is one of very few online retailers who moved to Omnichannel retail and is now managing both the online and offline business operations with so much of ease. In addition to improving the customer experience, Unicommerce warehouse implementation has lowered the manpower cost and has been very cost effective for the organization.



Managing operations across 400+ Stores, franchises and own website



Processing nearly 7K+ orders per day seamlessly from a Unified panel



Providing high quality products to the customer with Unicommerce customized 3 step Quality check system



Reduction in manual dependency with Unicommerce Centralized Order & Inventory management