



**COMMERCE APPS THAT IMPROVE
BUSINESS VISIBILITY
AND CUSTOMER
SATISFACTION
IN THE EYEWEAR INDUSTRY**



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Aminian Business Services offers tailored solutions, built on the NetSuite platform, to streamline business processes for eyewear/optical.

Introduction

For eyewear companies, customer experience is a top priority. Having a business platform that automates key functionality can be the difference between meeting customer expectations or losing business. In addition, automation is critical in driving efficiency throughout an organization and ensuring a scalable operation that can handle growth over time, as well as short term spikes in volume.

When implementing a business platform, eyewear/optical companies need an experienced partner on their side who understands their industry and the technology required to streamline and run their entire operation in the cloud.

Companies like DITA, MVMT and [neurolens®](#) are well aware of these challenges. In need of an experienced partner to help them implement/optimize their NetSuite solution, they all know exactly who to call. A NetSuite Solution Provider Partner for more than 18 years, Aminian Business Services has worked not just with those brands but with a wide range of organizations.

Take [DITA](#), for example. With more than 20 years in design and partners at the highest levels in manufacturing, DITA has earned its reputation as a true leader in eyewear design. Before working with Aminian, DITA was positioned to take advantage of growth opportunities, but lacked the scalable solution it needed to optimize financials, manufacturing and inventory management. The company's previous systems limited visibility into sales and inventory across its online, retail and business-to-business (B2B) channels. DITA needed an

"NetSuite is our backbone. The scalability of the platform combined with Aminian's solutions has been tremendous and a huge help in enabling us to reach our growth targets." – **DITA**

enterprise resource planning (ERP) solution with a broad range of features/functionality to run complex business processes in real-time across multiple subsidiaries.

That's when DITA discovered—and subsequently partnered with—Aminian to implement NetSuite's cloud-based ERP platform and Aminian's automated inter-company sales solution, developed exclusively for NetSuite. Previously, DITA relied on inexact, manual efforts to manage inventory, fulfillment and invoicing, resulting in accounting errors and inventory backlogs.

Today, DITA's sales process has been automated and simplified, requiring much less time and effort to manage. The combined NetSuite and Aminian solution increased DITA's efficiency, saving the company many hours per week in finance, operations, sales and service.

The efficiency gains obtained by automating time-consuming manual processes allowed DITA to allocate more time and resources to providing an improved customer experience. Also, reporting details of cross-channel sales were accessible up to 10x faster than the previous system.

DITA's partnership with NetSuite and Aminian has helped the company hit growth targets and overcome some major IT headaches

without having to add additional staff. "Any company in a confused place and trying to do everything on its own—be it implementation, or selecting an ERP system—needs to talk to Aminian," said Andy Kim, IT Manager at DITA.

Scalability and Efficiency Through Automation

Aminian knows that speed, scalability and efficiency are critical for success in the eyewear industry. To address this requirement, it built a suite of apps that can be layered on top of NetSuite to automate billing and collections, returns, vendor bill approvals, and customer satisfaction surveys directly on the NetSuite platform. These solutions were developed in response to very specific customer needs. Here are the four key pillars of the offering:

[Automate Your Billing and Collections](#)

Every year, eyewear/optical companies lose millions of dollars attempting to collect payment on delinquent amounts owed by customers. Manually managing past-due invoices can be time-consuming and costly, requiring additional personnel and resources. Aminian has addressed the issue of lost productivity that results from manually managing Accounts Receivable (A/R) processes.

The Automated Billing SuiteApp automates the order approval and invoicing process within NetSuite, reducing the time spent manually managing sales orders by allowing selected orders to be automatically approved and invoiced based on user-defined preferences. The app streamlines time-consuming A/R processes and allows companies to better manage sales order billings within a NetSuite account.

Picking up where the Automated Billing SuiteApp leaves off, the Automated Collections SuiteApp recognizes when an invoice becomes past-due and then automatically emails collection messages to customers.

When combined, these solutions allow eyewear companies to fully automate A/R processes within their NetSuite account. All billing and collections communications are automatically sent based on the status of the transaction, protecting against data-entry errors, preventing miscommunication with customers, all while providing key, real-time financial metrics to finance personnel.

Aminian's solutions work hand-in-hand and are ideal for eyewear companies that manage a large number of sales orders. In a high-volume environment, for example, companies like DITA, MVMT and neurolens® are able to more efficiently manage the large number of sales order coming through their web store, retail and/or B2B channels, reducing transaction processing times and ultimately improving customer satisfaction.

Checklist: Ten Signs That It's Time to Automate Billing and Collections

- You want (and need) faster AP cycle times.
- It's taking too long to process an order.
- You can't easily figure out which payments are outstanding and which customers are and aren't paying you on time.
- The number of AP errors and duplicate payments is growing.
- Your team needs better visibility over the payment process.
- You have no advanced analytics to use to improve processes.
- You lack access to real-time income statements and other key financial reporting.
- You want to create a streamlined order and invoice experience for your customers.
- Managing billing is becoming a burden due to the high level of complexity or administration required.
- You need better transparency when a customer has a question about an invoice or about your company's billing process.

The highly-customizable apps can be set up to incorporate company-specific requirements to support additional functionality not available in a NetSuite “out-of-the-box” configuration.

By automating A/R within NetSuite, eyewear companies can effectively manage more orders and do it in a more accurate and less time-consuming way. During MVMT’s 2017 Black Friday sale, for instance, the company was bulk-billing in queues of 200 transactions. Processing these orders required dozens of hours to complete, but with the Aminian bundle—which can manage up to 20,000 transactions per day—the whole operation can take place seamlessly in the background.

Bringing automated billing and collections tools onto a single platform helps companies free up valuable resources while also making significant productivity and efficiency gains.

Automated Returns and Exchange Management

Did you know at least 30% of all products ordered online are returned (as compared to 9% in brick-and-mortar stores) and that 92% of consumers would buy again if the product return process was easy? Aminian’s Automated Product Exchange SuiteApp automates the replacement order process within NetSuite, reducing the time and resources associated with managing exchange orders by automatically creating replacement orders, invoices and credit memos that are automatically tied to selected return merchandise authorizations (RMAs).

Aminian’s Automated Product Exchange standardizes the exchange process, thus increasing productivity. Ideal for businesses with a large number of replacement orders, this SuiteApp streamlines time-consuming accounting processes and allows all product returns to be more efficiently managed in the NetSuite account.

For instance, when a customer buys a product and then decides to return it—for whatever reason—NetSuite has standard RMAs and replacements. Once an RMA is created, Aminian’s Automated Product Exchange solution extends NetSuite’s functionality by adding a new “Create Replacement Order” button that users can click to instantly populate all of the customer and item data (from the original order) into a new sales order. That order is saved and fulfilled, a credit memo is created and then automatically applied to an auto-generated invoice for the replacement order. That way, the customer doesn’t have to be refunded and charged again.

Designed to streamline the “return for a substitute item” process, the Automated Product Exchange extends NetSuite’s capabilities to create a seamless process for customers—a high percentage of which will come back to the website or store as a result of an easy return process.



Approve Vendor Bills Quickly and Efficiently

Creating a streamlined A/P approval process means getting the transaction information correct while reducing the number of human “touches” needed for each transaction. The Vendor Bill Approval SuiteApp saves time and preserves valuable resources by allowing department heads, or other permitted employees, to approve or reject vendor bills via email without requiring login access to their NetSuite account.

Permitted personnel can approve or reject vendor bills via a custom Suitelet, and users can enter reasons for rejection and other notes that will be saved on the vendor bill record in the NetSuite account. This

provides increased efficiency, prevents miscommunication with vendors and protects against data entry error. Designed as a productivity enhancer, the secure app is an attractive add-on for department heads and other employees who might not be interacting with or consistently using the system.

Additionally, the Vendor Bill Approval SuiteApp, ideal for eyewear/optical companies, increases productivity by optimizing time-consuming A/P tasks into a single, end-to-end application that simplifies the approval process. Companies can approve bills that get submitted by vendors via email versus having to log into NetSuite and approve the bill manually.

As companies look for ways to streamline and improve their A/P processes, Aminian's Vendor Bill Approval solution is becoming an increasingly popular option for eyewear organizations looking to extend NetSuite's native functionality.

Gauging Customer Satisfaction

The relationship between customer satisfaction and financial performance is both direct and indirect. Satisfied customer impact profits directly through their willingness to remain customers for a longer period of time, purchase more during that time and pay slightly higher prices for what they perceive as a premium product, according to the [National Business Research Institute](#).

Moreover, satisfied customers are also likely to be lower-maintenance customers, requiring fewer resources to serve, NBRI adds, thereby indirectly decreasing the costs associated with service. But soliciting, compiling and tracking customer satisfaction feedback is cumbersome work that's not always aligned well with the company's ERP, CRM or other systems—particularly when an outside party or software platform is used to solicit the feedback.

Aminian's Customer Satisfaction Survey SuiteApp reduces the time and effort associated with these tasks with a module that resides within NetSuite and that doesn't require companies to manually invite customers to participate in surveys. It also automates the transfer of captured data into corresponding customer records.

Five Reasons to Use Customer Satisfaction Surveys

- It helps you differentiate your company from competitors.
- You get the feedback you need to make effective product and service changes (versus just guessing at what customers want).
- Increase your customers' lifetime value (create your own brand loyalists).
- Happy customers come back for more and they spread the word about their positive experiences.
- When you know what your customers like and dislike, you can create a more personalized experience for them.

Automatically generating personalized survey links for customers within NetSuite translates into greater efficiency and ensures that the CRM process begins and ends within your NetSuite account. Invitations to participate in satisfaction surveys can be automatically sent to customers based on a predetermined, system-wide schedule, providing the ability to determine the frequency at which customers are being solicited.

For example, one company may set up a system whereby once a customer creates a sales order—and once that sales order is approved—the Customer Satisfaction Survey app will seek out that order and send out an

email to the contact that says, “Thank you for your order. We’d like to invite you to submit your feedback on the process. Please click here to start the short survey.”

After clicking on the link, customers get a survey page where they can submit their input and have all of that data flow right into the NetSuite platform. Armed with that data, companies can then set up automatic calculations (net promoter scores, response rates, average rating by employee, etc.) and slice and dice this valuable customer data right on their NetSuite dashboards.

Because that valuable, customer-generated data lives in the NetSuite account—and not in a third-party application—there’s no integration required. With the Customer Satisfaction Survey SuiteApp, the whole process is handled seamlessly.

Solutions That Drive Business Growth

As the first solution to deliver on the promise of intelligent, integrated and simpler applications for growing and midsize businesses, NetSuite serves as the foundation for Aminian’s SuiteApps. As the latter continues to grow out its app portfolio, it will continue to find new ways to help companies work smarter, better and faster in their respective industries.

“Aminian Business Services delivered an implementation in just 45 days,” said a spokesperson from Vinum Importing and Distributing, “about half the time it would take without this kind of support—and made the transition to NetSuite completely seamless.” Working together, Aminian and NetSuite will continue to provide eyewear/optical customers with industry-leading software solutions designed to drive business growth.

ORACLE NETSUITE

www.netsuite.com



info@netsuite.com

877-638-7848