

Success Story

+Visión Reduces Response Times with Frogmi®

+VISIÓN®



#StoreWork

#Visibility

#Traceability



Implementation Time

2 weeks

Implemented Processes

+70

Improvement in Execution Time

+75%

About the company

+Visión, a chain of optical shops in Mexico since 2012, has grown to over 450 stores nationwide. With their slogan "More Vision for Less Price," the company aims to provide customers with the best price-quality ratio and exceptional service.

The company is a member of the GrandVisión Group, a global optical industry leader with over 6,000 locations in more than 43 countries.

"Whoever uses Frogmi®, gets good results."

Fabián Hernández
General Director +Visión



"Excellent tool to provide timely support and service to GrandVisión stores."

Edgar Mendoza
Supply Manager GrandVision



Challenge and Objectives

To enhance customer service, +Visión is committed to optimizing response times and information flow from its back-office units, which play a crucial role in the organization's overall functioning by providing store administrative and operational support.

To achieve this, the Management Team identified the need for a tool to support communication, execution, and tracking of requirements between stores and support areas.

The following objectives were defined



Provide visibility to all stakeholders



Reduce ticket execution **time**



Obtain requirements' status **traceability**



Improve communication between stores, support areas, and management

The Solution

To tackle these challenges, +Visión adopted StoreWork, Frogmi's module for managing requirements and workflows. This platform facilitates the consolidation of all demands into a unified system, streamlining communication and internal processes within the company.

Efforts were focused on two crucial areas: Product and Laboratory. Unique processes were modeled for each, with specified target completion times. Implementing these processes in StoreWork enabled the team to visualize demands, track their status, and monitor response times.

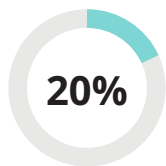
+35 processes

Product: +10 processes

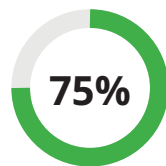
Laboratory: +25 processes

Results

Following a rapid implementation and after a year of working with Frogmi®, +Visión achieved and maintained high improvement standards, exhibiting significant progress in customer service and response time:



Product
20% improvement in handling time



Laboratory
75% improvement in execution time

More than 75 workflows are implemented with StoreWork, providing complete traceability of store requirements. These workflows allow for outlining improvement objectives for each process and establishing metrics for evaluation.

The continuous improvement in task and process efficiency has driven +Visión to expand the adoption of Frogmi® to other support areas of the company. The Group's Directors have also decided to implement StoreWork in two additional chains.

"Thanks to a combined effort of team learning and the involvement of +Visión's leaders, today we can implement new workflows in only 2 weeks."

Esteban Cea
Customer Success Manager Senior Frogmi®.

