

# RAPID RESPONSE eCOMMERCE PLATFORM

## Urquhart Opticians Case Study

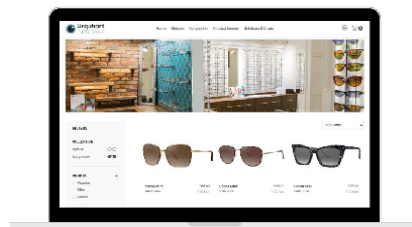
Established in 1916, Urquhart is currently owned by Alistair Duff and Peter Telfer.

**Company size:** Medium (26 employees in 5 practices)

**Location:** Scotland, UK (Killmanock, Ayr, Prestwick, Troon, Kilwinning)

**Rapid Response eCommerce Platform:** [www.shop.urquhart-opticians.co.uk](http://www.shop.urquhart-opticians.co.uk)

**Go Live Date:** 14 July 2020



### Pain Point

In early 2020, the team at Urquhart launched their main website and were looking forward to seeing an increase in footfall online and instore. At that stage, they weren't considering an online shop. Shortly after, faced with the challenges brought by the COVID-19 pandemic, Urquhart needed a way to serve their patients, who couldn't come to their practices. It was trial and error at first, they used social media to contact and support patients and they posted blogs with basic frames and payment instructions.

"We were considering how to help our clients reach us as easily as possible and to offer them as many channels as possible. The Rapid Response eCommerce Platform just made perfect sense. OptiCommerce's solution was perfect because it could be "bolted-on" to our existing website. It was actually done in a matter of weeks and that was amazing!"

**Yvette Brown, Urquhart Opticians  
Marketing Assistant**



### Implementation

Within weeks Urquhart had a new stream of online revenue that did not require any changes to their website. Matching their current web design, the Rapid Response eCommerce Platform gives them the option to display a range of 403 frames, 58 sunglasses and 32 types of contact lenses.

### Results

- Urquhart's online sales platform was complete in 4 weeks
- With the sales generated in the first three months, Urquhart covered the initial investment it took to build their online platform and make a profit!

The team at Urquhart are currently exploring the potential of the Rapid Response eCommerce Platform by promoting it through different digital and social platforms.

Interested to know more about the  
**Rapid Response eCommerce Platform?**

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