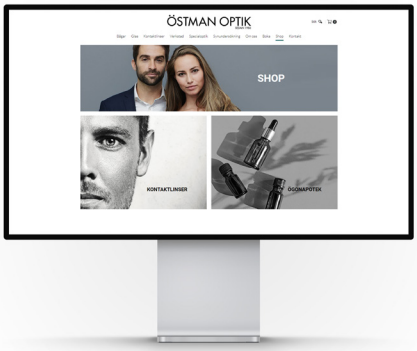
RAPID RESPONSE ECOMMERCE PLATFORM

Östman Optik Case Study



Established in 1986, Östman Optik is owned by Emil Holmgren.

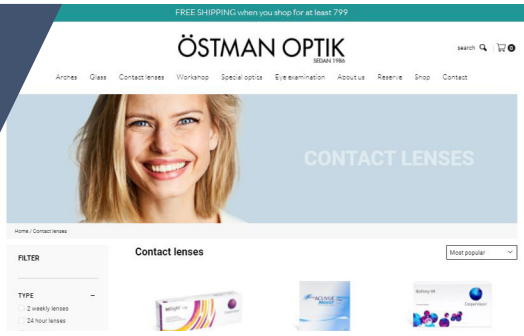
Company size: Small (10 employees)
Location: Sweden
Rapid Response eCommerce Platform: shop.ostmanoptik.se/
Go Live Date: 3 June 2020

Pain Point

Östman Optik needed to stay competitive in an evolving digital market. Other practices in the region already had eCommerce shops, including larger chains opening in their community. Östman Optik investigated several eCommerce options but found many too expensive or too much effort to maintain, which would conflict with the busy in-store schedule. The Rapid Response eCommerce Platform was the perfect fit.

"We needed an eCommerce shop for competitive reasons; we have customers that would order online from other stores. All other practices in the area have eCommerce shops and we would have been the only one without one!"

Emil Holmgren, Owner, Östman Optik



Implementation

The entire implementation process took approximately 5 weeks, from initial data collection to full operation. The process included pricing the articles for sale on the site and benchmarking against optical competitors to ensure an attractive price. A social media campaign was launched on Facebook and Instagram, promoting the online purchasing options. Additionally, SMS messages to 60+ patients reinforced the social media message.

Results

In the first two months Östman Optik:

- Increased website traffic by 86%
- Saw an influx of visitors from outside their traditional geographic boundaries
- Experienced a sharp increase in online appointment bookings

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

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