

# eCommConnect Solution

## Östman Optik Case Study

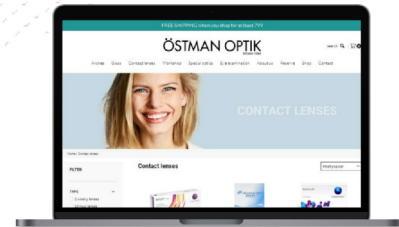
**Established in 1986, Östman Optik is owned by Emil Holmgren.**

**Company Size:** Small (10 employees)

**Location:** Sweden

**eCommConnect Solution:** [www.shop.ostmanoptik.se/](http://www.shop.ostmanoptik.se/)

**Go Live Date:** 3 June 2020



### Pain Point

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



### Implementation

The entire implementation process took approximately 5 weeks, from 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+ customers reinforced the social media message.

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

**Emil Holmgren, Owner**  
**Östman Optik**



### Results

In the first two months since Östman Optik's eCommConnect Solution went live:

- Website traffic increased by 86%
- The business saw an influx of visitors from outside their traditional geographic boundaries
- There was a sharp increase in online bookings



Interested to know more about the  
**eCommConnect Solution?**

**Learn More**

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