

How Eyewear Retailer Devlyn Is Achieving their Omnichannel Vision

What They Needed

Devlyn Optical saw an omnichannel opportunity.

Founded in 1936 by Dr. Frank J. Devlyn, Devlyn Optical is a family-owned, multinational optical retailer with operations in Mexico, Guatemala, El Salvador, and the USA. Today, Devlyn is one of the largest eyeglass retailers in Latin America, operating over 1,200 retail locations. In 2012, no retailer in their market was offering an eCommerce solution for eyeglasses, so there was a great opportunity. But Devlyn had two problems: stock availability and shallow inventory. “Our stores offered on average 580 SKUs with one or two pieces of inventory per SKU. Yet in our network we have 25,000 SKUs with available inventory that we were not offering our customers,” said Andrew Devlyn, Director of Innovation at Devlyn Group. What if they could expose all their physical store inventory to their digital channel? Devlyn would need a system to unify their inventory, route any order to the best location, and provide the tools to turn their stores in to mini-distribution centers. They chose Magento Commerce.



What Magento Did

A customer-first online strategy.

Devlyn needed a high-performance, full-suite solution to support their long-term vision. “The difference that Magento brings is its flexibility,” said Devlyn. They decided to take advantage of Magento Commerce Order Management (MCOM). With MCOM, they could offer a triple threat for fulfillment: Ship-from-Store, Ship-to-Store, and Click and Collect. Devlyn created a virtual pool of inventory that could then be sold by any channel: online, or by an associate in any of their stores: “To service our customers, Ship-from-Store was obvious,” said Devlyn. MCOM revolutionized Devlyn’s order processing: Orders are now routed to the closest store, while minimizing other costs like split shipments. Once the order hits the store, MCOM makes it easy for the associate to pick/pack/ship the frames to the lab for processing. This is all done without inefficient processes and time consuming conversations with the corporate office.





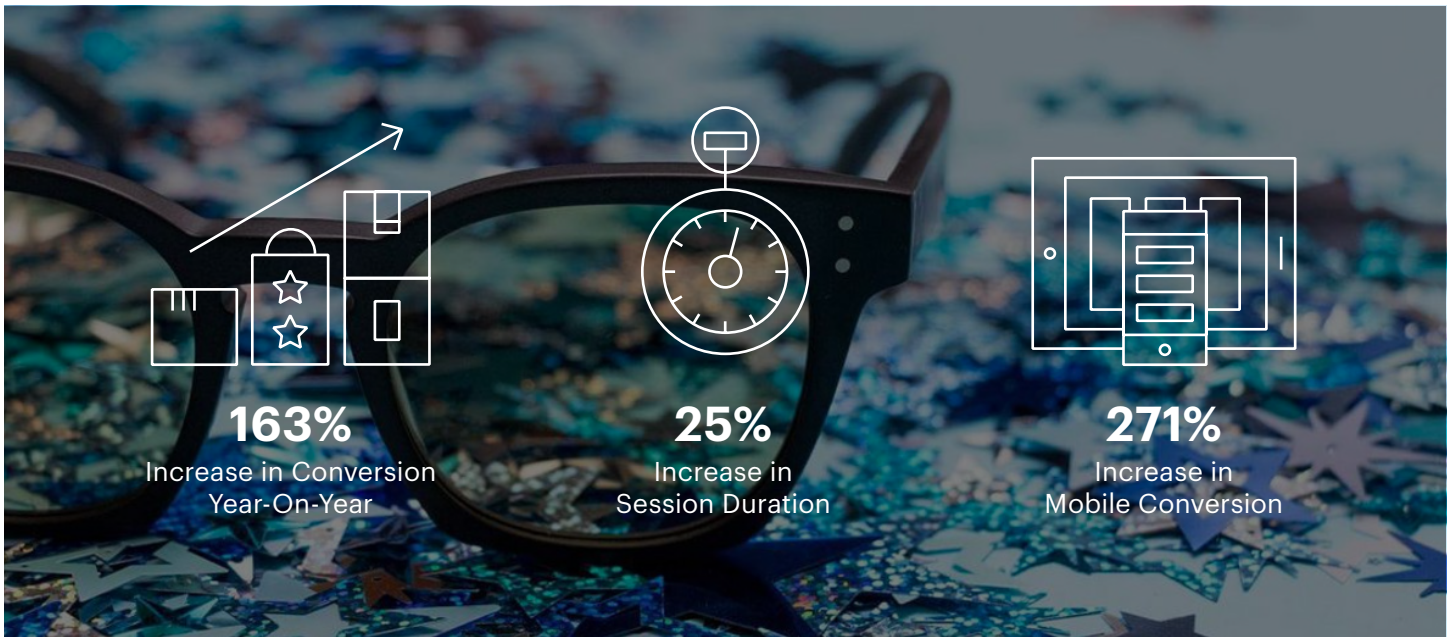
“When we started with this online effort, we truly did not not know what we were doing, our customers had a different message online versus when they went into one of our stores. That’s when we landed with Magento, everything started to click.”

ANDREW DEVLYN
DIRECTOR OF INNOVATION, DEVLYN GROUP

Success

Amazing results, fast.

Devlyn experiences some incredible results, including a 163 percent increase in online conversion, and a 271 percent increase in mobile conversion. Their online conversion skyrocketed because of two factors: 1) By enabling Devlyn to expose their store inventory to online consumers, MCOM turned “out of stock” situations into transactions, 2) The upgrade to Magento Commerce dramatically enhanced the consumer experience. “The updated checkout flow was a lot easier, so we saw an uptick in conversions on mobile and desktop,” said Devlyn. Customers clearly enjoyed using the website, as session duration grew 25 percent. Devlyn was thrilled with the numbers, describing them as ‘crazy’. By giving store associate better access to the full set of inventory, Devlyn experienced an amazing 200% increase in “save the sale” orders. Associates had full access to inventory in the warehouse as well as other stores so they never let a sale walk out the door.



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