

CASE STUDY:

Retail - Luxottica

powered by:

'yes'
OPTUS



The Brief

Luxottica required the ability to deliver very high volumes of SMS reminders to customers to pick up their glasses across their 300 retail outlets Australia wide.

The Solution

Optus/redcoal provided Luxottica with a customized .NET Web Service interface mapped to existing Optus SMS Toolkit methods. In addition, return values were also customised to convey information required specifically by Luxottica. These customisation works allowed Luxottica to quickly and easily implement an automated SMS reminder service, advising customers to pick up their glasses, allowing staff to concentrate on other activities.

The Results

The custom Optus/redcoal solution allowed Luxottica to rapidly reduce their initial development costs, allowing technical staff to focus on other projects. Currently in Beta trials, Luxottica will fully deploy the Optus/redcoal solution later this year.

The Optus/redcoal Difference

Recognising the size and scale of Luxottica's SMS requirements, Optus/redcoal provided extensive consultation and identified the following key requirements.

Rapid transition/easy deployment – Luxottica required simple to use solution that suitably integrated into their .NET environment.

High volume SMS capacity – Optus/redcoal's high performance SMS gateway is able to process extremely high volumes of SMS in a timely manner.

About Luxottica

Luxottica Group is the world's leading designer, manufacturer and distributor of prescription frames and sunglasses in the premium and luxury segments.

It is a global leader in eyewear, with nearly 6,200 optical and sun retail stores in North America, Asia-Pacific, UK, China and South Africa and a strong brand portfolio that includes Oakley, Ray-Ban - the world's best selling sun and prescription eyewear brand in the world - as well as, among others, license brands Bvlgari, Burberry, Chanel, Dolce & Gabbana, Donna Karan, Prada, Versace and Polo Ralph Lauren, beginning January 2007, and key house brands: Vogue, Persol, Arnette and REVO.

About redcoal

redcoal is SingTel Optus' Australian provider of the following mobile solutions for their corporate, government and SME channels.

Mobile messaging – Desktop SMS, API's and custom solutions.

SimPoint – Location based services, field force management.

Mobile Directory.



FOR MORE INFORMATION CONTACT YOUR OPTUS ACCOUNT MANAGER OR SPEAK TO REDCOAL DIRECTLY.



401/ 45 Lime Street
King Street Wharf

Sydney NSW 2000
Australia

P + 61 2 8299 4300
F + 61 2 8915 1497

info@redcoal.com
www.redcoal.com