

19.10.2023 – 10:00 Uhr

SuperVista AG expands strategically with new 360-degree B2B offering for the entire ophthalmic optics sector



- 360-degree solution optiservX offers ophthalmic opticians free, modular tool for customer acquisition, product range expansion and administration from a single source
- optiservX and STEINER Vision as a product and platform offering for independent ophthalmic opticians complement the successful brillen.de concept as a second mainstay
- SuperVista founder Matthias Kampeter: "We want to support independent, traditional ophthalmic opticians in future growth"

SuperVista AG (SuperVista), an innovative solution provider in the field of ophthalmic optics for price-conscious and quality-driven customers and future-oriented ophthalmic opticians, is launching a new, additional division this autumn with optiservX and is continuing to strategically boost the company's growth. As a 360-degree B2B offering for ophthalmic opticians, optiservX complements the existing, highly successful brillen.de concept, with which the eyewear discounter supplies end customers internationally with a focused range of outstanding quality at unbeatable prices through a total of 1,100 of its own stores and partner opticians.

With optiservX, SuperVista provides the ophthalmic optics industry as a whole, and independent opticians in particular, with a free, powerful platform to position themselves for the future, increase their profitability and further improve the effectiveness of their business processes. optiservX combines various modules with which ophthalmic opticians can manage customer acquisition, customer loyalty, order processing and procurement simply, digitally and with a high degree of efficiency.

Matthias Kampeter, CEO and founder of SuperVista: "With optiservX, we want to provide independent ophthalmic opticians with a platform that puts them on a par with the infrastructure of large chain stores and at the same time allows them to stand out in terms of quality and service. All this works without additional costs, further ties to SuperVista or price and commission constraints. On the contrary: ophthalmic opticians choose exactly the modules they need - this can be just a single module or the full package. With optiservX, ophthalmic opticians remain completely free in the range of products they offer and can address all customer target groups without restriction."

optiservX organises order processes and, if required, takes over the complete customer management. The integrated optiservX payment platform also offers attractive payment options and at the same time a payment guarantee for the ophthalmic optician, thus eliminating the need for a dunning process, for example. Another module integrated in optiservX is an app-supported spectacle centring system, with which the pupillary distance and grinding heights can be determined and automatically transferred to the system without any further aids. Innovative, digitally supported sales approaches round off the holistic range of products for ophthalmic opticians. This includes, for instance, the new subscription system "My Spectacle Contract". Customers sign a very cost-effective contract that guarantees a new pair of varifocals with adjusted lenses and fashionable frames every two years. In addition, it is possible to purchase high-quality STEINER Vision lenses from the SuperVista Group directly via optiservX. By integrating all modules on the optiservX platform, ophthalmic opticians receive a wide range of high-quality lenses for all customer requirements at a favourable price and are integrated into an active marketing scheme free of charge.

Matthias Kampeter, CEO and founder of SuperVista: "With optiservX, SuperVista is advancing further into the B2B sector and addresses around 11,000 specialist outlets in Germany alone. We have incorporated the long-standing experience of our ophthalmic opticians, our market insights, and our cumulative digital expertise into our solution. The result is optiservX, a unique offering - of opticians for opticians - with which we will once again provide the entire sector with fresh impetus."

About SuperVista AG

SuperVista AG operates a worldwide network of over 1,100 partner opticians and its own stores with its trademark brillen.de. In Germany, the company is represented with 190 own stores and 330 partner opticians.

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