



# Removing till-point bottlenecks with award-winning process innovation



## OVERCOMING THE TILL-POINT BOTTLENECK

Specsavers in Australia annually serves the vision needs of over 4 million customers across its extensive network of 380+ stores, representing more than 40% of the eye care market. Despite the multiple customer dispense points in each store, the payment process was constrained to a single till point, resulting in bottlenecks that adversely affected efficiency and the overall customer experience.

To overcome this challenge and enhance both customer and colleague experiences, the decision was taken to enable payment processing at store dispense points to reduce till-point bottlenecks.

PMC, recognised for retail systems integration expertise and having previously collaborated with Specsavers to enhance in-store customer journeys, was selected to deliver this transformation project.

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PMC brought the necessary experience and retail expertise to deliver a very successful project, which has transformed our instore customer experience and opened the door to ongoing process innovation.

JOHN LANG

TECHNOLOGY DIRECTOR FOR SPECSAVERS ANZ



## Creating a connected in-store customer journey

PMC implemented a Windows integration solution, deployed to each dispense PC, creating a seamless customer experience and streamlining the workflow for store colleagues. This allows them to utilise a single device for all phases of the dispense and payment journey, ultimately saving valuable time.

The freshly integrated solution seamlessly communicates with the in-store Practice Management System (PMS), the Point of Sale (POS) software, and all associated peripherals. This comprehensive integration also facilitates communication with the HICAPS (Health Industry Claims and Payments Service) terminal, responsible for processing payments from a customer's private health fund (approximately 60% of customers) as well as any remaining balance from the customer's credit or debit card.

A large-scale migration to all stores was successfully achieved in 4 months, well ahead of the peak trading period for health insurance. The Windows integration solution, named 'Quick-Pay' by Specsavers, has also gained recognition by winning the Process Innovation award at the 2023 Australian Business Awards.

Speaking about the impact on the customer journey and store staff experience, Gareth Dixon, Director of Central Operations, Specsavers ANZ explains:

**“Our teams recognised an opportunity to remove the single transaction point within each store by utilising technology and integration to turn every dispense desk into a customer transaction point, adding 5, 10 or even 20 new locations within stores. This instantly removed bottlenecks, improving ease and convenience for our store team members and customers alike.”**

## Impact on the business

Quick-Pay for Windows drastically increased the number of transaction processing points within a store. In addition, by replicating existing practice management systems and integrating them into Windows clients, this innovation required little training and engagement for widespread and consistent adoption in every Australian store from go-live, as the solution was designed to replicate the physical till in-store.

Both customers and team members have reported a significantly improved experience that reduces unnecessary pain points and enhances convenience for a busy retail environment.

## The future is bright

By removing the need to design the shop layout around customer access to a specific service point for payments, the PMC integration has created new opportunities for Specsavers to reimagine their store design. Specsavers remains a family-owned business with a goal to change lives through better sight and hearing. Beyond the immediate benefit of a seamless in-store customer experience, PMC's payment integration solution paves the way for optimising in-store space usage, ultimately contributing to the broader mission of helping the maximum number of people see and hear better.

## A long-standing partnership with Specsavers

PMC has been a partner to Specsavers for over 10 years, providing services and solutions in multiple countries. These have included a complex fiscal compliance project in Norway and ongoing improvements to the Specsavers POS system as part of a technical consulting engagement. PMC has also provided dedicated software engineering resources to Specsavers, and developed a mobile, iOS-based solution to create additional functionality and mobility to the existing POS system.

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