



CUSTOMER SHOWCASE

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Zenni Optical Expands View with Oracle Commerce

Today, online shopping is the forum of consumers who seek unique, personalized items and experiences. Even highly individualized eyewear is available—and Oracle's e-commerce solution is helping ensure the perfect fit. Historically, eyewear purchases required an in-person experience to select the fit and style. Now, Zenni Optical provides an innovative way to exceed customer expectations without the need for a physical store visit.

Leading online eyewear retailer Zenni Optical has incorporated Oracle Commerce to create a content-rich, visually appealing and interactive site, further enhancing the company's continued growth as one of the leading retailers of eyewear worldwide.

Founded in 2002 by a husband-and-wife team in California, Zenni Optical now reaches millions of customers in 80 countries with glasses as low as \$6.95—and boasts a return rate of less than 0.5 percent.

Bai Gan, Merchandising Director and Strategist for Zenni Optical, said the company's desire is to provide high-quality, low-cost glasses to anyone who might need them, anywhere in the world. But it's also to simulate the experience of going into a physical eyewear location as much as possible, including features such as product information, access to assistance, and personalized touch.

"Prescription eyeglasses are not generic products," Gan said. Each pair is custom-made. "Each prescription might contain up to a dozen variables, and each variable comes with dozens of values."

The ordering process can be complicated, but the company's website makes it appear simple from the customer's perspective. Customers are able to browse numerous pairs, in addition to uploading photos of themselves to "try on" lenses for look and fit. They can also receive recommendations and promotions, as well as read reviews.

Since glasses are a fashion item, the offerings are regularly updated to reflect trends. Zenni Optical has continued to be in the forefront of the online eyewear industry—but its previous platform simply couldn't keep up with demand.

Oracle Platform Offers Ease of Use, Vertical Integration

The Oracle Commerce platform enables Zenni Optical to serve customers better through vertical integration with its factory in China, allowing for an average order delivery time of two weeks. The e-commerce site provides a faster, simpler checkout process for consumers, and improved visibility into order status throughout the fulfillment process.

"Our e-commerce site is the storefront of our factory," Gan said. With so many variables, he added, "We require a constant information flow. As a result, we need a very sophisticated website."



Industry/Sector:
Specialty retailer, eyewear

Geography/Locations:
E-Commerce retailer

Website:
www.zennioptical.com



"Oracle Commerce has the sophisticated functionality we require. Post-launch, we continue to receive tremendous support from Oracle."

- Bai Gan, Merchandising Director and Strategist, Zenni Optical





Oracle Commerce offers that sophistication, in addition to scalability to meet future needs.

Aaxis Commerce, a Gold-level member of the Oracle PartnerNetwork, was able to complete the implementation within eight months.

“Once we decided to go with the platform, we also received tremendous support in selecting a good system integrator partner through Oracle,” Gan said. “It is a community.” It is also an ongoing process.

Post-launch, Gan said, the company has continued to receive support in building its capacity and preparing for future development. “We continue to benefit from this system that Oracle has created,” he said. “We have benefitted tremendously from the partnership.”



BENEFITS

Integrated ordering, customer service operations and manufacturing

Improved customer experience with content-rich, consumer-friendly interface including numerous variables

Increased control over promotions, recommendations and search capabilities

Ensured scalability to accommodate growth

SOLUTIONS

Oracle Commerce

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