

# Lenscrafters strategy essay sample

[Business](#), [Marketing](#)



Evaluate LensCrafters' operations strategy and explain how the organization seeks to gain a competitive advantage in terms of sustainability About Lenscrafter LensCrafters is a universal eyewear and shades organization headquartered at UnitedStates. The organization is having 90 stores in the U. S and was established in 1983 by E. DeanButler. Presently the organization is having 850 stores over the globe. The principle highlight of the company is having autonomous optometrists in the store. The organization takes after JIT and other operational methodologies with the goal that it encourages them to build incomes and increment customer satisfaction (LensCrafters (2012))

Operational strategy at Lenscrafter Operations alludes to the everyday working of the organization, it includes the backend operations and the data stream among different divisions. The operational strategy alludes to the methodology took after by the organizations with a specific end goal to maintain the business in effective a defective way. It investigates the long haul issues of dealing with the assets and the instrument followed in the generation of items and administrations. The primary critical operational technique being utilized at the Lenscrafter is the separation system. The fundamental motivation behind the same is to have a novel item as for the client's perspective. The organization made the items which are viewed as one of a kind among the clients

The following are exceptional techniques that are trailed by the organization to guarantee one of a kind operation methodology

Office configuration is one of the difficulties that affected client encounter. All of LensCrafters stores are situated in high activity regions which influence <https://assignbuster.com/lenscrafters-strategy-essay-sample/>

the availability of clients to those regions.

Improvement of center capabilities These are organizations qualities that empowers an organization emerge from alternate organizations as far as administrations. The association ought to have the capacity to recognize their center skills as they empower them to expand on their qualities for more prominent accomplishment and also to create procedures, for example, improvement and consumer loyalty.

Advancement of items and administrations

Methodologies set down for the advancement of items and administrations ought to consider included esteems, enhanced plans for items and administrations ought to consider included esteems and enhanced outline for the items they ought to consider included esteems and enhanced outline of the items. LensCrafters try to increase upper hand by coordinating into the administration office to give quick request reaction, yet not give up quality. They additionally have greeter guides every client to the proper administration territory as he or she enters the store.

They strengthen their client advantage bundle with an extensive 30 day unrestricted administration ensure outline. As far as esteem creation, a ninety day time span is given to all clients on the off chance that they are not content with the administration to guarantee that they are totally content with the items and administrations offered for up to 3 months after buy. The organization has faith in the hypothesis that the most ideal approach to catch a client's eyes is through the heart and they strive to meet this rule as indicated by LinkedIn site<sup>2</sup>. Analyze how operation

management activities affect the customer experience. Select two (2) operation management challenges and provide the solutions for confronting them.

LensCaster over an entry of time has possessed the capacity to balance out its position by picking up victor over its rivals. This has been conceivable as a result of the incorporation of contemporary and condition of workmanship frameworks for upgrading different capacities and modules. There has been appropriate consumer loyalty because of these frameworks. With the utilization of experimentally approved process Lenscrafter could select the best administrative positions hopefuls and in this way guaranteeing consumer loyalty does not go uncovered. One of the difficulties that has influenced the buyer challenges that influenced Lenscrafter is the client conveyance as it is substantial optical specialist co-op gives quick support of its clients who needed a prompt conveyance of the administrations which would not be conceivable when the request was high.

3. Examine LensCrafters' value chain and evaluate its effectiveness to operations in terms of quality, value creation, and customer satisfaction. In the last few years the level of customers has been increasing in the LensCrafters Company and this has made it shine on top of the other companies lens producing companies. This has been made possible by the mechanisms that has been put in place to ensure that the customers gets the best final product which will make it possible for the customers to be pleased by the services and not move to other Lenscrafter competitors. There is another phase associated with the value of chain which is also

known as the phase of product and service design. This phase ends with the manufacturing of lenses and later with the phase of operations continued. Meeting with consumers, examination and also covers a list of processes described before the starts from appointment.

The period of offers and promoting is another piece of significant worth chain since we are talking about esteem as far as association so most extreme deals and benefit is the esteem for LensCrafters. The esteem chain of LensCrafters is critical as far as nature of products, satisfaction of clients and formation of significant worth. The reality the assembling operations of LensCrafters would just be applicable and successful when esteem chain of the company is nearly and totally incorporated with its operations that is it would cover every last piece of operational techniques.

Missing parts would not be engaged that is while satisfying operational requests, if any action left unnoticed than LensCrafters can confront a high time while running its operations.

4. Determine the different types of performance measurements that can be used to measure LensCrafters' service-delivery system design. Select at least two (2) types that can be applied and provide justifications for the selection.

LensCrafters stores are situated in exceedingly activity regions far from the fundamental market which influences simple client openness to those regions. The administration conveyance framework is improved by administrations cape, benefit forms, authoritative structure are altogether

coordinated to shape an incorporated administration conveyance framework. The accompanying are the two administration conveyance plan frameworks.

Administration conveyance framework outline. This administration is planned in a demonstrable skill and quality impression way. The store is spotless, extensive, covered with proficient promoted and most recent gear's in the research facility. The stores shows case and give a decent territory where clients and specialist co-ops communicate well. Licenses hanged in the divider likewise give enough verification of the workers' capacities. The client in this design improves the client to move everywhere throughout the building gaining every one of the administrations calm without disarray. This administration conveyance framework is fitting since it gives great client administration and conveyance of the eye wear

The second measure depends on the quantity of offers acknowledged by the association. The LensCrafters has distinctive branches that have deals which are consistent in various phases of time contingent upon their request.

5. Examine the different types of technologies applied to LensCrafters' service operations and evaluate how the technologies strengthen the value chain.

Knowledge management system This is an IT system that supports organizing, capturing and sharing of information within the organization. This management system ensures that sources of information, best practice processes and trade marks are available to the employee when needed to ease their work.

### Sales automation system

This is a software that is used to track all the sales processes that are carried out in the lenscrafter company. This system contains the following features; sales lead tracking, sales forecasting, products knowledge, order and contact management. The main aim of the system is to ease the conduction process customer service and growing the organization.

### Marketing mix

This refers to the set of tools that a company uses to market its services and enhancing attraction of potential customers. LensCrafts marketing would involve use of the internet services that will include registering with ads, affiliate programs and viral marketing. Online ads are small adverts that pop up in other websites and they enhance good marketing strategy as the customers do not search for them as they pop up on their own. This enables LensCrafters goes above and beyond to potential customers and market its products.

### Referees

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