

Objective: Creating a work-at-home solution that still met all of the requirements of the business



"It's nice to have one account team that can support my needs across multiple carriers."

Kim Hansen – 1-800-Contacts

Background

1-800 CONTACTS was founded in 1995 by two entrepreneurs who sought to address contact lens wearers' basic frustrations. Wearing contacts themselves, they understood that contact lenses could be expensive and inconvenient to replace. With that in mind, they set out to offer low prices, convenient ordering, and fast delivery to their customers. Their plan to accomplish this centered on buying contact lenses in large quantities to get the best prices and housing a large inventory so customers' prescriptions would be in stock and ready to ship. Superior customer service and easy ordering were also key to their plan—two benefits that distinguished them from the competition.

The Current Environment and the Need

1-800 CONTACTS support their customers through a web interface and a large call center that takes direct calls.

1-800 CONTACTS had two separate needs: 1. They had real estate issues that required them to either obtain more space for their call center agents or look for other options. 2. They wanted to create an attractive employment opportunity in a competitive work environment that would allow employees to work from their homes.

Lightstream's Role

Lightstream Communications is a solution provider for multiple carriers. Lightstream provides value with their ability to step in and leverage its experience and knowledge across all carrier platforms. Lightstream acts as an intermediary to the carriers' vast array of services and resources, matching the carrier services to the customer's requirements. These carriers include AT&T, Qwest, and Verizon, among others.

Lightstream also adds great value from a design and engineering perspective. The engineers understand the technical requirements of a work-at-home solution, which allows them to evaluate each carrier with credibility and ultimately recommend a solution that works.

Through careful evaluation, Lightstream uncovered a solution that met 1-800 CONTACTS needs, from both a cost and technical perspective. This allowed the agent the same functionality they had while working at the call center. The solution had some complex technical requirements that Lightstream and the 1-800 CONTACTS engineering teams worked on jointly to find solutions.

Lightstream also provided end-to-end project management, coordinating not only hardware management and delivery to the employee's homes, but also coordinating of the network solution to their homes along with handling of the billing records and audits. Work-at-home solutions can be time-intensive and Lightstream has managed this process throughout.

Summary

1-800 CONTACTS was able to save a tremendous amount of time and money by leveraging Lightstream's carrier, technical, and project management expertise. 1-800 CONTACTS migrated over 130 employees to a work-at-home solution. They continue to migrate employees on a monthly basis.

A work-at-Home solution is considered somewhat cutting edge. There are multiple factors that make this kind of initiative challenging and sometimes difficult but with Lightstream's assistance, The work-at-home solution is considered a complete success by 1-800 CONTACTS. It has met their requirements and has lived up to their high expectations.

Lightstream Communications provides project- and solution-based consulting services, that include IT Network roadmap solutions, network and engineering design, network inventory and billing reviews, and end-to-end project management.

Today, 1-800 CONTACTS is the world's largest contact lens store®, selling more contacts every day than any other optical goods retailer. 1-800 CONTACTS stocks almost 10 million contact lenses (the world's largest inventory) and delivers over 150,000 daily directly to customers. The company's growth is a testament to the benefits it offers to contact lens wearers seeking a hassle-free, quick and affordable way to replace their contact lenses.