



# Lensbest.de relaunch – for improved transparency in terms of usability and in the backend

## About 4Care

4Care is part of the international MyOptique Group and is one of Europe's leading omnichannel suppliers of contact lenses, care products and eyeglasses. This German company stands for high-quality products and personalized, advanced online and stationary marketing concepts. In addition to its own well-known brands Lenscare (contact lenses and care products) and Lennox eyewear (eyeglasses and sunglasses), 4Care also sells a wide range of designer eyeglasses and sunglasses in its online shop Lensbest.de. The company is constantly focused on offering the best solutions for its customers.

[www.lensbest.de](http://www.lensbest.de)

Order contact lenses in minutes or buy care products on your mobile phone or tablet – Kiel-based medical device manufacturer 4Care's partnership with Intershop has now expanded to include the growth driver that is mobile commerce. A greater focus on standardized shop structures and intelligent interfaces in the backend ensures increased efficiency and improved transparency for shop administrators.

## The scenario

4Care GmbH has grown its customer base to over one million customers in recent years, benefiting from the current growth spurt in online retail in the eyewear sector, which reached an impressive 30% in 2014. Until now, 4Care had been using the previous version, Intershop 6.3, and had always been happy with it. In order to ensure it is well-equipped for the coming years, however, the company decided to upgrade to the latest version of the Intershop omnichannel solution at the end of 2014. Among other things, the relaunch was to address the change in purchasing behavior on mobile devices and facilitate a greater focus on targeted marketing campaigns in order to further boost growth. The company also found further potential for optimization in the backend.

**The solution: Intershop and dotSource are overhauling a total of 11 online shops with a focus on simpler, more efficient processes**

Intershop partner dotSource was tasked with implementing the project. Migration to Intershop 7.3 was completed within a year as part of the relaunch. The overhaul of the shop for mobile commerce scenarios was completed effortlessly thanks to the integration of responsive design. This technology allows the shop to be adjusted automatically to a wide variety of screen sizes and is less closely tied to particular operating



*Best online shop in the category  
"wellness, beauty & health"*

systems than it is with shopping apps. Dynamic loading implemented by partner dotSource also saves time and saves on data volumes. This allows users to order contact lenses or classes conveniently on their mobile phones or tablets. **"The relaunch has brought the online shop in line with the highest standards in terms of both content and technology. It now ranks among the latest generation of interactive shopping portals - fittingly, because Lensbest aims to act as an interactive tour guide for its customers that will accompany and advise them as they search for their ideal product,"** emphasizes Tobias Freutel, Manager of eCommerce at 4Care GmbH.

To this end, the technological innovations used on the site have been expanded to include further, innovative service content. Tools and advisory videos about eyeglasses and information on looking after your eyesight, together with individual styling advice, make Lensbest one of the most attractive online shops for contact lenses and eyeglasses in Germany. Intershop 7 works in the background to ensure the best possible customer journey experience.



## LENSBEST ONLINE SHOP

The product structures in the online shop have also been optimized in the course of the relaunch. Scaling the site down to the Intershop standard has also simplified the maintenance of product databases. This means that a pair of eyeglasses is now available as a master product, but may be presented in a number of slightly different variants, such as differently colored frames or different lenses. The greater integration of the Intershop Promotion Engine has allowed the 4Care marketing experts to include targeted individual discounts or coupon offers.

Another advantage is that the Intershop platform also allows third-party systems to be integrated with ease. The shopping solutions provider addresses the constantly increasing complexity of integrating backend systems in the online retail sector by focusing on standardized API interfaces. Intershop's "Synaptic Commerce approach" therefore makes it easier to install and remove third-party systems, guaranteeing smooth interaction between the shop platform and any additional applications used. This enables 4Care GmbH to connect the corporate blog, ERP and payment system, a credit check solution and a separate newsletter solution with the shop.

In order to tap into further synergies, the new shop design, developed by dotSource, was ultimately applied to eleven additional partner shops, and can be administered centrally for multiple shops using the multi-client-enabled Intershop platform.

### The outlook

Customers are constantly demanding more when it comes to online shops. They want shopping to be convenient, flexible and service-oriented, no matter where they are. **"Competition is tough among suppliers of contact lenses and eyeglasses, and demands are growing with regard to the range of products and services on offer as well as design and usability. Mobile commerce may be an important driver for growth in highly contested markets such as these,"** says Tobias Freutel. He is certain of one thing: **"In relaunching the Lensbest site, we can now put more clear blue water between us and the competition".** Through its migration to Intershop 7.3, this medium-sized company, which became part of the international MyOptique Group as part of a change of partners on 16 August 2015, now has a more powerful shop solution at hand to allow it to further develop its competitive advantage. Bernd Behrens and Marco Siegmund, who continue to manage 4Care in their capacity as Managing Directors, are focusing on strategic growth in Europe for the future. In addition, through adapting the innovative technologies of the MyOptique Group for the German market, 4Care will be able to expand its own service competence and make their responses faster and more customer-focused.

## ABOUT INTERSHOP

**Intershop is the leading independent provider of innovative and comprehensive omni-channel commerce solutions.**

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