

Customer Spotlight:
César Sanabria
(Owner Saga Centro Optico)

“In the beginning, we only sold name brand progressive lenses. With this and the loss of acquisition power for Venezuelans due to high inflation rates, we were observing reduced progressive lens sales annually. Also, we saw how the major optical chains in our country bought and advertised on the radio and TV, promoting their free form progressive lenses; offering a pair of lenses at half the price of other well-known brands. We saw loyal friends and clients visiting our store(s) asking for progressives, but then deciding to buy their lenses from competitors. I concluded we had good prices for name brand premium progressives and we offered good service, but we didn't offer affordable progressives without compromising the premium quality that the market was demanding. I needed to do something different.



I first met John Corsini, President of Super Systems in Shanghai three years ago. I saw the system working in Shanghai, and thought this looks like an affordable solution to my problem. Even so, my thoughts were still centered on if this is going to be a good investment? Is it really producing a good quality lens?

You know, questioning the investment and its payback. After deliberating we decided to order a few pair of lenses to test on close friends, myself, and my 81 year old mother. Everybody was absolutely happy, but my mom's comment was unforgettable; “*Son these lenses are really great. I have never seen like this. Thanks a lot.*”

Of course we evaluated other alternatives on market, and fortunately decided to buy the Fast Grind. We started operating the system in the beginning of February 2011. The system installation and training process were really simple, despite the fact that none of my staff spoke English.

Presently, we have sold more than 1,400 pairs of progressives from Super Systems. Everybody is happy; our clients, our optometrists, our salesmen, and myself. As a result of the success we experienced using the system, we were able to pay back the investment in the half the time we estimated, while delivering a fast high quality product.

This year we plan to buy two more systems to be operated in two of our additional stores. We know that delivering progressives in less than an hour is going to provide a differentiating value to our stores, increasing sales. Saga Centro Optico recovered the market it lost in less than a year with Fast Grind; despite the economic situation in Venezuela.”

Fastgrind
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