



## CREATING IMPACTFUL CUSTOMER EXPERIENCES

WHERE EYE CARE IS BOTH A SCIENCE AND AN ART

For over 90 years MAGRABI has been leading innovations in eyewear while constantly challenging boundaries. From the opening of MAGRABI's first store in 1927 MAGRABI has made the marriage of avant-garde style and state-of-the-art eye care our purpose in life.

With more than 150 stores across 5 countries, and with 20 pioneering MAGRABI hospitals focused on vision and eye health research, they're the Middle East's leading fashion eyewear and medical eye care specialist.

Throughout the U.A.E., Saudi Arabia, Qatar, Kuwait, Bahrain, and Egypt, MAGRABI stores and eyewear concept stores are home to a carefully curated collection of eyewear styles and designer brands, as well as the most advanced contact lenses available.

# MAGRABI

1927  
NOW

### BUSINESS CHALLENGE

Building a strong relationship between the brand and the customer is one of the main challenges in the business world. It costs businesses more and more to acquire a new customer than it does to sell to an existing customer. For Magrabi, a leading company for eyewear and eye-care services, a variety of customers' interactions take place every day in their stores. To stay ahead of competition, it's essential to implement solutions that streamline processes and help Magrabi grow their customer base and support customer retention.

#### Magrabi started their transformation process by achieving the below goals

1. Unify Magrabi brand image across all their stores and guarantee a progressive and consistent customer experience through automating their daily operational processes and transaction services across 14 branches worldwide.
2. Eliminate time consuming processes of submitting their insurance claims and following up on remittances.
3. Implement a reward system that motivates employees to boost sales and improves their internal engagement and selling process.

## MAGRABI POS SYSTEM

### GAIN CONTROL OVER EVERY TRANSACTION



### SOLUTION HIGHLIGHTS

- New and simple user interface
- Improved user experience
- Better control over system configurations
- A direct integration with SAP using web services through SOA framework
- Easy access for the system anywhere & anytime
- Security multi-levels
- Extensive reports to empower decision making
- Advanced search capabilities

## MAGRABI POS SOLUTION COMPONENTS

Our “Magrabi POS” is an extensive POS solution that enables Magrabi to efficiently manage all their back-office and POS operations. The solution helps Magrabi make business transactions more efficient and scalable through bringing insightful reports that support making better informed decisions.

### FEATURES TO SPEED UP SALES PROCESS

- Customers’ Management Tools
- Managing invoices for both individuals & insurance
- Full automation for ab orders
- In-depth reports for better insights
- Easy online registration to “Loyalty Program”
- Managing the enrollment & upgrade of customers in Magrabi loyalty program online
- Integrations with 3rd party systems

### SOLUTION BENEFITS

#### Customer Loyalty Program:

Magrabi supports its customers’ purchases with a loyalty program that integrates seamlessly with AIMIA. The system automatically calculates reward points and sends them directly to AIMIA with the objective to eliminate any inconvenience of miscalculation by sales personnel. The system encourages customers to purchase more to gain more points which correspond to rewards, encouraging customers to make future purchases and grow their points.

#### Omni Channel Accessibility:

The solution is designed to meet the demanding retail business requirements to simplify selling through desktop, tablets and mobile devices and grant the ability to extend its features and integrations across the different platforms.

#### Service Differentiation:

ASSET POS system enables a customer-centric experience through the “Lenses Wizard” which assists the sales personnel to deliver the best-suited product to the customer. Customers tend to respond positively to retailers who understand their need and fulfil it, generating a positive customer experience which enriches the selling process and customer experience.

#### Security:

The user management dashboard provides a holistic view of every store management according to the assigned role privileges.

## Eliminating Paperwork:

E-Archive in the POS solution is developed to serve Magrabi stores in Turkey to shift from printing invoices to digital. The customer receives the receipt via email and Magrabi receives an html copy of the invoice for Magrabi to keep in its records to better keep track of the customer purchases and reduce paper processing to minimum.

## Defense Mechanism against Fraud:

The E-invoice system in POS is developed to serve Magrabi stores in Turkey's market. Tax free is offered to tourists by submitting a tax-free form in addition to the store invoice to the tax free authorities at the airport. Therefore, if the client decides to return the items without the form the E-invoice system notifies the tax-free authorities that this invoice is no longer valid for re-imbusement preventing fraud attempts.

## MAGRABI E-CLAIM SYSTEM

### SAVING TIME, MONEY AND EFFORTS THROUGH ELECTRONIC CLAIMS



## SOLUTION HIGHLIGHTS

- Efficient claims administration
- Superior customer experience
- Full automation for claims Management
- Human error elimination improved accuracy
- Extensive integration capabilities

## E-CLAIM SOLUTION COMPONENTS

ASSET e-Claim solution is a comprehensive fully automated solution to Claims Management process through a single entry system. The system helps Magrabi save time and reduce human error through a single point of contact. The solution integrates with Magrabi POS through which users are able to maintain administration data with ease. After invoices are submitted, claims are generated automatically to slash down time needed in manual processes. The insightful reporting system tracks the claims processes and produces reports about claims that have been submitted successfully and which needs attention.

## SOLUTION BENEFITS:

Improved claiming process performance and reduced cost guarantees an evident development in the revenue cycle through:

- Enhanced data accuracy and error-free claiming by automating data mapping between providers and medical insurance systems
- Adherence to insurance company claiming schedules
- Accurate remittance tracking and re-submission in case of rejection
- Full claims tracking through graphical reports and dashboards



## **MAGRABI EMPLOYEE REWARD SYSTEM**

### **BOOST SALES AND IMPROVE EMPLOYEE ENGAGEMENT**

Magrabi focuses on maintaining their internal motivation environment, therefore, ASSET supported them with the implementation of “Magrabi Reward System”. It rewards its employees through a complex point system based on their sales activities, therefore to better monitor and encourage employee work activities and accomplishments, the reward system had to be automated.

**ASSET has successfully created a seamless integration with an easy to use user interface that allows users to:**

- Calculate the points earned monthly by stores salesmen
- Re-calculate the points if entered incorrectly
- Generate reports for management for each sale personnel
- Allows top management to configure the upselling bundles or cross selling bundles easily and swiftly

The reward system encourages employees to sell more and by automating the system the sales force can easily gain access and see the promotional bundles in real time. The reward system motivates employees to perform better and stay aware of their performance points and incentives which creates a positive, competitive work environment in Magrabi workplace.

## **CONTACT US**

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