

# RETAIL CASE STUDY

## The Optical Company & easyemployer working together

The Optical Company is a leading independent optical group in Australia.

The Optical Company has:

- ownership interest in four well established retail optometry brands across Victoria, NSW and Queensland.
- a large wholesale division supplying optical frames, lenses and ancillary products and services to both its own retail network and external independent optical markets.
- an e-commerce website selling optical products online.

### Why did you choose easyemployer?

We chose **easyemployer** because it was powerful enough to do everything we needed for our business but we also found it to be the easiest to use system that we looked at. We also felt comfortable going with the **easyemployer** team as they were happy to guide us through the whole process and their after sales support is there if we need help.

We also definitely wanted something that was going to integrate with our current payroll application, MYOB EXO. **easyemployer** achieved that aim of having our business solutions talk to one another as we now have instant data transfer to MYOB which means no human error and payroll completed in a fraction of the time it used to take.

### What are you using easyemployer for?

We have 20+ locations Australia wide with over 150 people working for us. Rostering, clocking, awards, payroll... it's a big job to co-ordinate it all. We now use **easyemployer** to do it for us.

### How has easyemployer changed the way you manage your staff?

Our staff management processes are more streamlined and systematic now and having procedure based workforce management ensures things are done in the most efficient and effective way possible.

We have also started noticing how much time **easyemployer** is saving us and as we change some of the other ways we manage our workforce **easyemployer** will be able to take over more and more of the tasks associated with staff admin. That will save us even more time and money.

### ...and what do your employees think of easyemployer?

Our employees are happily using **easyemployer**. They especially like being able to easily enter their available times so they get the shifts they can work. They also like that their shifts are sent to them via SMS so they know at a glance when they are required at work.



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We also felt most comfortable with the **easyemployer** team's implementation and support approach.

The team happily guided us through the whole process – and they have ongoing support that gives us peace of mind.

*Mabel, Finance Manager,  
The Optical Company*

