



Umbraco CMS Implementation for a Leading UK Optician

Delivering a high-performance, integrated digital ecosystem to enhance patient engagement, streamline appointment booking, and drive online eyewear sales.

Overview

We implemented Umbraco, an open-source CMS, to provide the client with full control over site content and branch-specific promotions.

- Developed a custom appointment booking system integrated with the client's Business Management System (BMS) for real-time inventory and schedule synchronization.
- Integrated a Magento E-commerce portal to support online sales of designer and non-designer glasses, unified with a single-session user experience.



Client Profile

This UK-based optical retail leader combines medical expertise with a high-end retail experience. With specialized staff and a portfolio featuring the world's leading manufacturers of designer frames, the client emphasizes personalized service across its multiple physical branches and digital storefront.

Fragmented Systems and Content Rigidities

The client's previous digital infrastructure created bottlenecks in both marketing and operations:

- **Content Management Bottlenecks:** High dependency on developers for minor website updates and new section launches.
- **Operational Silos:** The appointment booking process was disconnected from the in-store Business Management System (BMS), leading to manual scheduling risks.
- **Poor Scalability:** Difficulty in managing branch-specific data, such as local brands and varying opening hours, across a growing network.

- **SEO Limitations:** A rigid architecture made it difficult to implement the necessary SEO strategies to drive qualified traffic.

QBurst Solution: Integrated Open-Source Ecosystem

We redesigned the digital experience from the ground up, utilizing a collaborative approach involving an SEO marketing agency and a UI design firm. Umbraco was selected as the core CMS for its flexibility and lack of licensing fees.

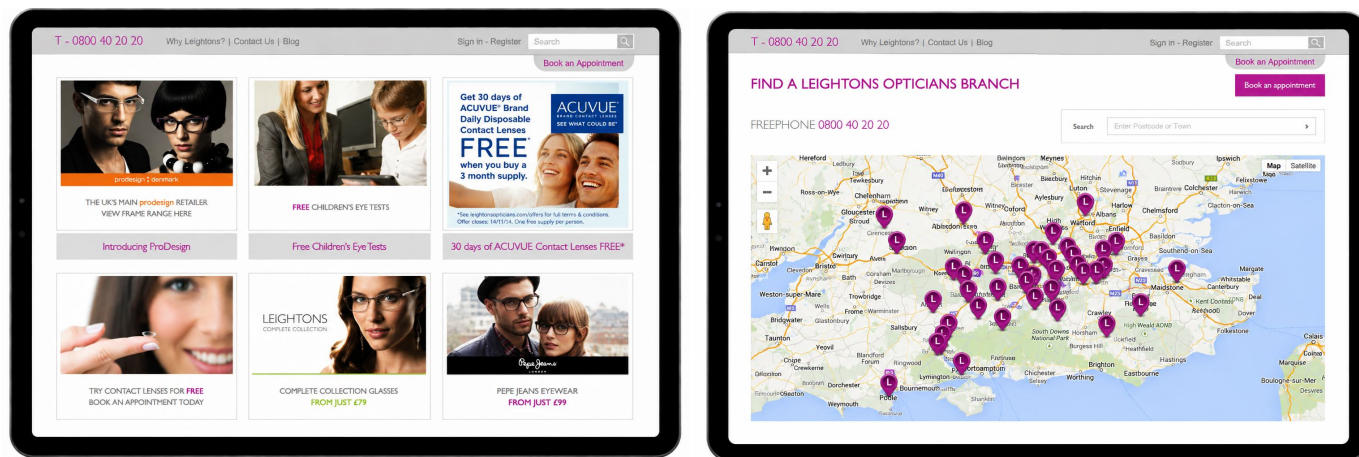
The solution architecture bridges the gap between patient care and retail:

- **BMS & API Integration:** We leveraged Web APIs to connect the Umbraco-based booking system directly to the client's BMS, ensuring that appointments made online were instantly reflected in the branch's local inventory and staff schedules.
- **E-commerce Synergy:** Developed a Magento portal for the eyewear catalog. We implemented session sharing between Umbraco and Magento, allowing users to move seamlessly between booking an eye test and shopping for frames.
- **Multilevel Access Governance:** Created a hierarchical admin structure allowing branch staff to manage local updates while headquarters retained control over global branding and content scheduling.
- **Automated Feedback Loop:** Integrated email automation for customer reviews and post-appointment feedback, strengthening the client's reputation management.

Key Features

- **Personalized User Dashboard:** A secure area for patients to manage bookings, view history, and access prescriptions.
- **Branch Management Engine:** Specialized modules to manage brand availability and store details per location, integrated with Google Maps.
- **Dynamic Content Scheduling:** Advanced version control and scheduling tools to automate homepage promotions and seasonal offers.

- **News & Social Feed:** A centralized section that aggregates blog content and social media updates to improve time-on-site.
- **Store Locator:** High-precision search functionality to help customers find the nearest GOC-registered optometrist.



Impact

- **Full Content Sovereignty:** The marketing team can now launch new sections and homepage promotions without developer intervention, significantly reducing operational costs.
- **Zero Licensing Fees:** Using open-source Umbraco provided the client with enterprise-grade features without the heavy annual costs of proprietary CMS platforms.
- **100% Booking Efficiency:** Real-time BMS integration eliminated scheduling conflicts and improved the accuracy of inventory management for frames and lenses.
- **Improved SEO & Traffic:** A cleaner, more flexible architecture allowed for the implementation of advanced SEO strategies, resulting in a steady increase in qualified traffic.
- **Superior User Experience:** The seamless integration of appointments, blogs, and e-commerce has led to higher patient engagement and improved online conversion rates.