

VSP



## Customer

VSP is a vision care payer, provider, and eyewear retailer with over 88 million members worldwide. It is committed to bringing together the best doctors, products, and services while delivering high-quality, affordable eye care and eyewear.

### Industry:

Healthcare & Life Sciences



## Challenge

The Eye Care industry is a complex system of patients, payers, and partners that are serviced by providers. VSP, along with its specialty services, brands, and sector subsidiaries, had an increasingly difficult time organizing corporate level universal support of all its personal, as well as the universal support of all its patients.

### Technologies:



## Solution

Eagle Creek successfully unified VSP's business processes and systems. We then merged its downstream systems to Salesforce's varied products, which included Health Cloud, Service Cloud, Communities, and Sales Cloud. VSP was still able to serve all personal and patient groups in one instance. Additionally, we were able to utilize Health Cloud's data architecture to organize primary patients, dependents, and their corresponding policy. The relationship between VSP policy personal and physicians were maintained. Finally, we coupled Service Cloud's logic and features to our custom-built logic, which allowed agents to service all of VSP's patients on a singular front end.

## Eagle Creek at a Glance

In 1999, Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper Midwest.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.

Eagle Creek is now an Eviden business.

Contact our sales team at <https://www.eaglecrk.com/contact-us>