

sehen!wutscher – Helping Austria's Biggest Optician Chain See into the Cloud.

With Google Workspace and MeisterTask, the team at sehen!wutscher can work effectively and independently wherever they are.

SUCCESS STORY



REGION

DACH

EMPLOYEES

450+

INDUSTRY

Retail

WEBSITE

www.wutscher.com

- Location-independent work through cloud-based solutions.
- Successful migration to the cloud, facilitated by [CLOUDPILOTS](#).
- Efficient collaboration through MeisterTask.
- Internal communication via Google Meet and Chat.



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We Love Spectacles. Since 1966. Since sehen!wutscher was founded as a small, independent optician in Eisenerz, an old mining town in the Austrian state of Styria, their motto has been as simple as their business model has been effective. Today, the company is Austria's leading chain of opticians, employing over 450 employees across 70 locations nationwide. Under the continued guidance of the Wutscher family – Fritz Wutscher Jr. and Alexandra Wutscher represent the third generation of the

family as company directors – the enterprise continues to grow healthily year-on-year.

Alongside a solid selection of branded eyewear, sehen!wutscher offers expert consultations on contact lenses and prides itself on both the standard of its consultancy and the customer service it provides. This is not just their own opinion: in the Austrian Service Rankings 2020, sehen!wutscher achieved first place for a remarkable fifth time.

Communication and Collaboration with Google Workspace

While the company is built on tradition, the rapid growth of sehen!wutscher's branch network brought with it the need for adaptations to the old ways. The company was in urgent need of technologies that could facilitate flexible and location-independent collaboration. Fortunately, with the help of digitalization partner [CLOUDPILOTS](#), sehen!wutscher has been able to find a suite of solutions for a more efficient future. Central to these plans: Google Workspace.

The web-based range of Google Workspace applications (formerly G Suite) has many advantages for the company. Not only does the software make it simple to work collaboratively across multiple departments, it works perfectly as an internal communication tool that conveys critical information effectively. Important documents and presentations can now be shared across the entire branch network via simple, compact links. The decision

to migrate to Google Workspace was centered around the professional, collaborative way of working that the suite promotes. The simple, direct lines of communication that the tools facilitate make it easier to implement quick decisions, whether that's via a quick message in Google Chat or video conference in Google Meet.

Project Management with MeisterTask

The rapid growth of sehen!wutscher is not to be underestimated: in 2020 alone the company opened nine new branches. However, the complexities of planning and implementing these openings meant that a project management solution was required to provide clarity and overview. On the recommendation of CLOUDPILOTS, sehen!wutscher made the leap to MeisterTask, which has helped them enormously in the planning and organization of projects, across teams and regardless of physical location.

As a web-based project management tool, MeisterTask enables sehen!wutscher employees to man-

age projects and tasks intuitively on Kanban-style boards, perfectly-suited to the needs of each team in the company. More impressively still, the team has been able to implement automations for recurring project steps, saving time and greatly improving efficiency. MeisterTask also fits seamlessly into sehen!wutscher's newly-established digital ecosystem: the tool can be implemented into a Google Workspace environment, which in turn improves communication between stakeholders across the company. Florian Bamberger, IT Specialist at sehen!wutscher says:



MeisterTask has emerged as an excellent solution for a variety of projects, for example branch openings. Every time we open a new branch, we create a board in MeisterTask and then make tasks for each activity that must be completed. This ensures that to-dos are assigned to the correct team members and that we always have a good overview. We can easily ascertain the status of each project and know immediately what needs to be done.



CLOUDPILOTS is a certified MeisterTask Expert and Reseller partner. The company assists its clients in successful migrations to the cloud. Find out more at www.cloudpilots.com.