

# ABB MOMENTS

THE OFFICIAL NEWSLETTER FOR ABB EMPLOYEES



From L to R: Julie Weber, Cathy Truong, Sonja Del Rios, Katherine Ronan, Dede Reyes, Daniel Liberman, Dave Nachbar.

September was a busy month for the ABB Team closing out Q3 strong. Various members of the team attended industry events, including Vision Expo West. The photo above was taken at the Vision Monday Most Influential Women in Optical Luncheon in support of Dede Reyes winning an award.

## Q3 Town Hall Recap

Did you miss our Q3 Town Hall or want to rewatch some of the event?



[Click here to watch.](#)

**Password:** ABBQ3TownHall24

## September Anniversaries

- 36 Years:** Geraldine Paiste
- 31 Years:** Renee Brinkman
- 28 Years:** Lourdes Campbell
- 26 Years:** Stephen Josserand  
Rebecca Schluttenhofer
- 25 Years:** W Kenneth Hatfield
- 22 Years:** Jimmie Morgan
- 21 Years:** Brian Agustin
- 20 Years:** Siobhan Cook  
Jacquelin Frederick
- 19 Years:** Rennie Leal
- 16 Years:** Marlene Badua
- 15 Years:** Nakia Bailey
- 12 Years:** Jason Munoz
- 10 Years:** Pamela Hidalgo  
Joseph DeSilva

# WHAT'S HAPPENING AT ABB



## Costume Contest

ABB will host our annual Halloween Costume Contest on Thursday, October 31 on site at all of our locations and virtually for our remote employees. Employees can submit their spooky photos to [HR@abboptical.com](mailto:HR@abboptical.com) for a chance to win fun prizes.

## Annual Compliance Training

ABB's Annual Compliance Training is due by October 31. Please contact Madeline Rosario with any needs or password resets for the InVision platform. [Get started today!](#)

## Pumpkin Decorating Contest

Get ready to show off your creative skills. Whether you love carving or prefer decorating, there's something for everyone to enjoy!

Who will win Best Carved, Best Decorated, and Most Creative Pumpkin?

Submit a photo of your pumpkin and what category you are entering to [culturefirst@abboptical.com](mailto:culturefirst@abboptical.com) by October 28th.

A promotional banner for Compliance Week 2024. On the left is the ABB Optical Group logo. In the center, the text 'COMPLIANCE WEEK 2024' is written in large, bold, black letters, with a large blue checkmark above the word 'COMPLIANCE'. Below this, the dates 'November 4-8' are displayed. On the right side, there is an illustration of a woman in a blue shirt and black pants standing next to a large blue clipboard with a checklist. The checklist has several items, some with blue checkmarks and some with empty boxes. A speech bubble is next to the woman, and a small blue vase with flowers is at her feet.



# CELEBRATING 35 YEARS

ABB team members reflect on some of their most favorite memories. Join the fun and share your own stories at [momentmaker@abboptical.com](mailto:momentmaker@abboptical.com).



## Jennifer Herzner, 23 Years

*Sr. Promotional Program Specialist*

"My fondest memory or rather my fondest person at ABB - Lynda Baker! My fondest memory would be her retirement party even though I cried, and it was sad. It was a night I got to celebrate all the things she meant to me. It was a hard night but seeing everyone celebrate an amazing person that means so much to me was the best night. I am glad to call her my friend and to still celebrate with her on occasion."

## Makiba Whitfield, 18 Years

*Sr. Strategic Sales Support Specialist*

"They say when you love what you do you will never work a day in your life...I must agree.

I have been a part of the ABB family for 18 years and have shared some great times with friends or should I say FAMILY. It may have been at company sponsored picnics or Give Back events to name a few, but I have developed some lifelong relationships."



DID YOU KNOW?

**We have 80 employees who have worked at ABB for more than 20 years.**

# INVESTMENTS IN OUR DISTRIBUTION NETWORK

Our top priority this year has been to **Execute with Excellence and Efficiency** for our customers and partners. This focus has resulted in significant improvements in how we serve our customers. As we look forward, it is with this focus on excellence and efficiency that we are making further investments in our distribution network to deliver best-in-class service to all customers.

## Expanding & Enhancing Our Distribution Centers

We have simplified and streamlined our Kentucky processes to ensure scalability, removed inefficient automation, and are making investments in equipment and team members to increase production capacity to over 100,000 units per day.

We are currently renovating and expanding our distribution footprint in Florida by ~19,000 sq. ft with an anticipated completion by December 2024. This expansion enables us to increase our SKU selection by +26,000 (a 25% increase) resulting in increased production throughput and a projected service level of 97%!

For our Alameda customers, these investments to our Kentucky and Florida distribution centers will result in an increased SKU coverage of 70%, driving fill rates up by +4% points!



## Kansas City Specialty Contacts Lab

We have also expanded our footprint in Kansas City by ~50% to support further customer growth and expansion. Additional investments have been made to our core software platforms to increase throughput and decrease manual error rates - including the addition of 3 state-of-the-art DAC lathes.

## Frames Distribution Center of Excellence

ABB has industry leading integrated frame and lens supply chain capabilities. With the growth in our frames distribution, we are investing in a new, dedicated center of excellence for frame distribution that will be located near our existing Erlanger lab and Hebron distribution center. The team has secured a location and preparation is underway to standup the new facility as we continue to expand our frame distribution and integrated supply chain capabilities to support key customer wins.

## Q4 FINISH STRONG FOCUS - Execute with Excellence & Efficiency

Through Q3, we have made significant progress on both enhancing our service levels and operating more efficiently as service remained high and we continued to show improvements in our distribution costs per unit and our lab costs per job. Additionally, both the lab and contact lens operations teams have made significant progress on identifying measures to make our operations more efficient, such as: enhancements to our partial shipment processes to reduce freight expenses, improvement in the costs of our lab consumables, and continued reduction in our lab breakage to reduce waste and expenses.

# Q3 PRIORITY HIGHLIGHTS



## Outpace Contact Lens Market Growth

Revenue growth for CLs exceeded our goal and our revenue is now up nearly 15% over prior year. Continued focus remains on accelerating our iECP market share. Preparation for Phase 2 of our National Vision implementation is well under way with an anticipated go-live early next year. We continue to work towards securing distribution on key industry ordering platforms and are finalizing two more manufacturer contracts this quarter. The team is laser focused this quarter on executing our distribution network investment plan to be able to further elevate the excellent service we provide our ECP customers every day.



## Grow Engaged Lab ECP Locations

All hands are on deck to execute our Lab Acceleration Plan and expand our VSP Unity share. With the closure of VSPOne labs, we have an incredible opportunity to capture business at ABB Labs and highlight for ECPs the amazing service that our labs offer. The team has already successfully secured and on-boarded more than 200 new ECP customers in the last two months ahead of the lab closures. We are also focused on leveraging our strong contact lens relationships with strategic accounts to expand our lab services in multi-location practices. Lastly, the team secured a multi-year extension for a critical corporate account customer.



## Unify and Scale Our Business Solutions

Abby has an upcoming release that will launch a new Email "From" field customization" so a patient can see that an email is coming from practice rather than "Abby." ABB Verify has seen recent customer win backs for multiple customers who tried PracticePal and saw Verify as a more valuable solution. While we have had a bit of a rebuilding year in Solutions, we have a solid foundation and are seeing early signs of growth. The Solutions team is currently developing the multi-year roadmap to shape the next phase of innovation to bring to our customers in 2025 and beyond!



## Empower ECPs with an Enterprise Offering

In the next phase of our pilot program, we will be introducing a Q4 offer that allows customers to lock-in 9% lab rebates through the end of the year as a pre-launch of the ABB Sapphire share program. ECPs will have the opportunity to begin enrolling in the ABB Sapphire program in January to continue to receive the additional rebates, as well as exclusive Analyze and Verify offers for our most loyal customers. We will be sharing additional details on the pilot ahead of the official national rollout next year.

# ABB MOMENT MAKERS



## Exceeding Expectations at ABB and Beyond

As an independent provider, ABB shows up big for both our customers and our internal teams. Thank you to all our featured September Moment Makers. We are excited to announce our Q3 spotlight winners - Carlos Hernandez, Saffronica Walters and Nicole Alread. Submit your stories at [momentmaker@abboptical.com](mailto:momentmaker@abboptical.com) or on the SEE recognition platform for a chance to win our Q4 spotlight!



### **Carlos Hernandez, ABB Labs Customer Success Representative**

“I had an emergency SAME DAY progressive order that I called in at 4:04pm and Carlos made a miracle happen—he somehow, somehow managed to have a progressive order fabricated and out the door in about 3 HOURS! I cannot possibly explain how impressed and happy I was, and how appreciative the customer was. He needed his progressive lenses the next morning for an international trip, and, because of Carlos, he had progressive lenses for his trip.”

— Felicia, *Voorthuis Opticians*

### **Saffronica Walters, Customer Service Representative**

“The customer advised that Saffronica was a breath of fresh air, she assisted her with adjusting pricing on Abby. She has called about this same issue before, but Saffronica made it so easy and explained it very well to her.” -Brenda, *Anne E. Stevenson O.D.*



### **ONE TEAM: Charlie Littleton, Claudia Alejandra Granger, Karen Giles, Williams Coronado Ulloa, Ricky Dause, Rashida James, Madeline Rosario, Henry Somoza Marin, Nicolas Montemurro, Destiny Kinman, Alexis Ochoa, Keith Rauen, Nick Morrow**

“I want to thank each and every one of you for helping with the onboarding of 30+ new hires in Hebron last. Whether you played a big or small role, it took all of us working together as ONE TEAM to have such a smooth onboarding.” — *Amy Sidney-Banks*



# ABB FEATURES AND RESOURCES

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In honor of World Gratitude Day, the ABB team shared their heartfelt messages of gratitude, showcasing the appreciation and positivity from across the company.