

CASE STUDY

VSP Vision saves millions with Lytho

Manual Processes and Ad Hoc Requests Slowed Delivery

VSP Vision™ is a global leader in vision care and eyewear manufacturing. Their in-house creative team supports five distinct business lines and produces more than 15,000 deliverables annually.

Despite the scale, VSP relied on outdated, spreadsheet-based tools to manage intake and production. Project requests were inconsistent. Reviews were still done on paper. And essential operational metrics were missing or manually tracked. These inefficiencies led to missed deadlines, unreliable planning, and constant last-minute scrambling.

Structured Workflows and Centralized Reporting Enabled Speed and Scale

VSP adopted Lytho's Workflow module to centralize requests, standardize intake, and bring operational visibility to creative work. A universal request form now routes projects to the right teams with the information needed from the start.

Templates and SLAs help enforce clear timelines. Shared dashboards and live reports provide visibility into volume, review stages, and resource allocation. Teams now track designer hours, review rounds, and project types in real time—enabling leadership to make informed capacity and prioritization decisions.

The results speak for themselves: eyewear team rush projects were reduced by 70%, average review rounds dropped to 1.6, and the company saved millions by keeping work in-house.

Results: Reduced Rework and Measurable Cost Savings

- Cut eyewear team rush projects by 70%
- Dropped average review rounds to 1.6
- Standardized intake and approvals across 5 business lines
- Enabled time tracking and reporting on over 15,000 deliverables annually
- Saved millions by avoiding external agency costs

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As an in-house agency, we've been able to save our corporation millions of dollars that they would have spent with an outside agency.

Amber Wong
Business Analyst,
VSP Vision Care

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