

# DIGITAL OPTIKS

**LOCATION:** NEW YORK, NEW YORK

**OWNER:** SURESH SANPAUL

**YEARS IN THE OPTICAL INDUSTRY:** 35



**“I was able  
to grow  
my business  
by 25%  
in 3 months”**

## **BACKGROUND**

Suresh Sanpaul, a 35-year industry professional and self-proclaimed tech geek, opened Digital Optiks in Jamaica, Queens after his prior company closed when the owner retired. Suresh couldn't afford an optometrist on staff but didn't want to turn away business. **60% of his customers need an updated prescription when they come to his store.** When he learned about Smart Vision Exams he did his research and joined to become a provider.

## **OUTCOME WITH SMART VISION EXAMS**

**Suresh reported a 90% conversion rate from Smart Vision Exams to glasses purchased.**

He's had zero remakes and high customer satisfaction. He credits Smart Vision Labs with helping his business increase sales by 25% in the span of 3 months. When doing Smart Vision Exams he compares the results to those of his desktop autorefractor to make sure his customers are getting the best glasses.