

VISUAL OPTIQUE

LOCATION: NEW YORK, NEW YORK
OWNER: FELIX SMOTRITSKIY
YEARS IN THE OPTICAL INDUSTRY: 24



“My clients like technology [and] when it is fun they are more likely to spend a few minutes. This test helps people remember to get a full exam.”

BACKGROUND

Visual Optique has been serving the Upper East Side for over 24 years with a selection of high-quality, bold, and colorful frames. After relocating the store, Felix wasn't able to run his business cost effectively with an optometrist on-site. When he heard about Smart Vision Labs, he found the answer to no longer turning away customers who were looking for an updated prescription.

OUTCOME WITH SMART VISION EXAMS

Prior to fulfilling prescriptions from Smart Vision Exams Felix's remake rate was 60%, costing him time and money (not to mention a hit to his customer service). **Since offering Smart Vision Exams he has had zero remakes on the prescriptions filled.** His customers also like the technology and the convenience of the test.