

EYECRAVE OPTICAL

LOCATION: WATERTOWN, NEW YORK
OWNER: JODY SHULER
YEARS IN THE OPTICAL INDUSTRY: 26



“Smart Vision Exams solve the problem of poor prescriptions [and allow me] to keep the solution in-house.”

BACKGROUND

EyeCrave Optical is an eclectic and evolutionary eye care practice owned by Jody Shuler. He first heard of Smart Vision Labs when looking for a solution to bad prescriptions his customers were bringing into this shop. Most of the prescriptions required adjustments and remakes, causing an increase to his bottom line and a decrease in customer satisfaction. Jody considers troubleshooting one of his specialties, but he was limited in his ability to help customers with their prescriptions.

OUTCOME WITH SMART VISION EXAMS

Jody now uses Smart Vision Exams to help customers get the best pair of glasses and educate them on eye care and eye health. For customers who haven't seen a doctor in over 2 years, Jody won't make glasses following a Smart Vision Exam until they see a doctor for a comprehensive eye health exam. **In the first two weeks offering Smart Vision Exams, he has scheduled multiple health check ups for his doctor and completed several sales, making the value of the device truly worthwhile.** By offering Smart Vision Exams, Jody is able to better control the quality of glasses he provides to his customers.