

CLEARVIEWS

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FROM GLASKLAR^{co.}

GLASKLAR is for life not just for Christmas...

2016 has been another great year for GLASKLAR so we would like to thank all our customers for their valued business. We continue to receive great feedback and reports of increased patient traffic, customer loyalty and additional sales. You can read an extract from Anita Glasby's interview on page 2 (full interview on www.glasklar.co.uk).

How about offering the gift of GLASKLAR to all your customers in the run-up to the festive season? Make sure you re-order your bottles today in time for the Christmas rush! Post BREXIT may be a time of uncertainty, but one thing's for sure our GLASKLAR adopters will continue seeing a lot more of their customers well into the New Year. At risk of being a little premature, we'd like to wish you and yours a very happy Christmas and prosperous 2017.

Nick Atkins & Maxine Green
Joint Managing Directors

"You scratch my back..."



The "frugal WOW"— the creation, practice, and implementation of small gestures that create lasting loyalty.

The law of Reciprocity says that when someone gives us something we feel an obligation to give back, the so-called 'I'll scratch your back, if you scratch mine'. In the case of GLASKLAR, the ongoing supply of free lens cleaner can make people feel obliged to continue their patronage.

U.S. customer loyalty guru Fred Reichheld, described a gesture that doesn't cost much, but brings a smile to the customers face a "Frugal WOW". This can be an act of random kindness that costs nothing but is a surprise to the recipient creating a WOW moment; through to an inexpensive and unexpected 'gift' that lifts the customer's perception of the level of service to way above the basics offered elsewhere.

GLASKLAR is a relatively low cost investment that has a high-perceived value. It demonstrates to patients that the practice cares enough to ensure they keep their valuable purchase in good condition and performing optimally every day.

What's New

Personalise your dispenser

Did you know that we can now personalise your dispenser bottles? A unique new laser etching process removes a precise layer of the bottle finish down to the basecoat to reveal the design.

Why not call us to discuss your requirements? All orders can be delivered in time for Christmas.



New GLASKLAR website!

Check out the fabulous new GLASKLAR European website: www.glasklar.com. There's lots great information including details on the quality of the product and its manufacturing process.

For UK specific info and online ordering customers should still visit www.glasklar.co.uk

Welcome to our new arrivals



Hans Sunassee – Sales Manager

Many readers will know Hans from his last 7-years in the contact lens sector. He brings extensive experience in optical sales and his technical and clinical knowledge makes him a valuable addition to our sales team. Hans was born in Mauritius, moving to the UK when he was five. One thing's for sure though, he's certainly no Dodo...



Billy Pope – Office Manager

Billy also has a background in optics following 5-years at No7 Contact Lenses in a variety of roles. A real 'jack-of-all-trades' he will ensure absolute customer focus. Billy is keen darts player and will ensure our service hits the bulls-eye and the business remains on target (sorry couldn't resist!).



Malcolm Robinson – Sales Executive

Malcolm has a lifetime of B2B experience and an excellent track record in sales. He will be most GLASKLAR customers first port of call when phoning the office. Malcolm also has a keen interest in the paranormal, leading to book publications and speaking regularly at conferences – spooky!

Experiences with Glasklar

Optometrist Anita Glasby tells us about her experiences with GLASKLAR.



What benefits have you seen by using this patient retention tool?

The GLASKLAR system is unique to our practice in our local area. Each bottle projects a high quality image that reflects our ethos of delivering high quality products and service for eye health.



Anita Glasby

Do you have a specific example of when GLASKLAR has worked well?

There was an occasion recently where a boy hurt his eye and his mother couldn't find our phone number to ring us for advice. She then remembered that all our details were on her little GLASKLAR bottle so she was able to quickly find the number, ring us and came straight in with him.



Get creative!

A brand's message is one of the most pivotal items in your marketing toolkit – a clear, definitive message can help differentiate your practice from your competitors. GLASKLAR is a low cost method to bring your patients closer.



Some of our customers have also gone beyond simply adding their logo and contact details to their bottles. They have added messaging to bring a little more life to the bottle and reflect the personality of their business. After all GLASKLAR is quite a funky product.

So go on – have a little fun with your artwork...

The power of clean

GLASKLAR is designed to safely clean all spectacle frames, lens materials and coatings. Don't forget a clean lens naturally resists misting and fogging.



The natural cleaner is powerful yet gentle and environmentally friendly. It is also ideal for cleaning other lenses and the screens of patients' phones, tablets, etc.

Remember, the more they use GLASKLAR, the more often they will think of you and return for a refill!

Telling isn't selling...

Maxine has a phrase that a refill visit is used to 'Tell or Sell' the patient something. Ultimately no one wants to be seen as 'salesy', but the visit should be seen as an opportunity to update patients on new services or show off the latest sunglass/frame ranges.

It might not be an immediate purchase but will sow a seed that ends up in a sale later. So encourage your front of house team to 'Tell' and it might just result in them selling something!