

For immediate release

Essilor Canada Technical Advisors at your service!

Montreal, January 16, 2018 – True to its mission of Improving lives by improving sight, Essilor Canada is proud to present its Technical Advisors. They are committed to partner with eyecare professionals to help them improve the quality of eyecare services to consumers so that they can see better and live better every day. Part of the Customer Experience team, the 9 Technical Advisors are all opticians, with a combined 120 years of experience. Located across all Canadian provinces, they are a dedicated resource with the technical expertise required to support all eyecare professionals in their daily activities. “We listened to the eyecare professionals and created a team of experts that could provide them with the assistance they needed,” explains Chantal Tremblay, National Director Customer Voice, who is leading the Customer Experience team.

When eyecare professionals and their teams are in need of immediate support for non-adapt or troubleshooting questions, or have technical questions about Essilor products, they can easily reach out to their Technical Advisors:

- through the optisupport.essilor.ca web link for a quick question for which an answer will be provided in about 1 hour;
- Varilux Xperience customers can also use their Varilux hotline from 9:00 a.m. – 5:00 p.m. (local time) and speak directly with one of the Technical Advisors.

Eyecare professionals who use the service appreciate the Technical Advisors’ responsiveness and knowledge:

“When I have a technical question I call the Technical Advisors and get the answer I need. They are easy and simple to deal with,” explains Roya Dameshghi, Optician, Fleetwood Family Eyecare, Vancouver, BC.

“My Technical Advisor is great to deal with (...). She thinks quick on her feet to come up with fast resolutions to most problems, (...)” says Dr. Jewel L. Caulier, Optometrist, West Halifax Optometry, Halifax, NS.

“Just a quick note to tell you that we delivered our client’s sunglasses this morning and he sees very well and is very happy. Thank you for your help with this patient!” says Dr. Josée Falardeau, Optometrist, Clinique Opto Réseau, Val-d’Or, QC.

The Technical Advisors’ timely responses are paired with a global approach integrating the Customer Experience, Training and Sales teams, as needed. Based on customer profile and needs, they work together to develop technical support plans designed to help eyecare professionals reach their goals and create value for them and for consumers.

Measurable results and appreciation

For eyecare professionals, working with the Technical Advisors brings measurable results: customers who interacted with the team and have been assisted with troubleshooting reported up to 25% decrease of non-adapt occurrence within the 3 months following the intervention. They also noticed a variety of improvements from increased client retention to more efficient ordering and better product knowledge:

“Adding Technical Advisors to the lab has been one of the best things I’ve seen Essilor Canada do in a long time. I can’t say enough good things about the team and the service they provide. I call upon them to help me find solutions for my clients regularly. They have helped increase patient retention and reduced non-adapts.”

Morgan Nahanee, Optician, Spectacle Shoppe, Vancouver, BC

“(…) We are grateful for the time and effort our Technical Advisor took to explain how to calculate the measurements when we place our orders. This will definitely speed up the order process and cut back on re-dos. (…)”

Donna Burbidge, Office Manager for Dr. Vi Tu Banh, Optometrist, Uxbridge, ON

About Essilor Canada

Because Canadians have visual needs that impact their lives, and because we care about their vision, Essilor Canada’s mission is to *Improve Lives by improving sight*. It translates into everything we do: our products, services, technologies, trainings, philanthropic initiatives, as well as in our involvement in health, environment and safety.

We are committed to be the partner of choice for eyecare professionals by delivering innovative visual solutions and market insights that will empower them to succeed, and create value for consumers, so that together we can help them see better, every day.

Present in Canada since 1972, Essilor is proud to contribute to the growth of our country’s economy with over 1,000 employees, 3 digital surfacing laboratories and 40 regional and partner laboratories. Essilor Canada is a subsidiary of Essilor International, the world leader in ophthalmic optical products that invests heavily in research and development to create new products always better adapted to the needs of wearers. Essilor creates, manufactures and personalizes a wide range of corrective lenses and coatings that are distributed through eyecare professionals and help prevent visual health issues, correct and protect vision. Canadians can entrust their vision to Essilor brands such as Varilux®, Eyezen™, Crizal®, Xperio® and Transitions®.

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Essilor Canada Technical Advisors' team



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