



## **Press Release**

**October 13, 2020**

**Nikon Optical Canada**

**Montreal, Canada**

### **Nikon Optical Defines a New Customer Experience by Being “Essentially With You”**

For over 100 years, enhancing the customer experience has been one of the main pillars of Nikon.

While the optical industry is adjusting to the new normal, our engagement in supporting the very best delivery of vision care in Canada has remained the same. Together, we are committed to accompanying eye care professionals through our focus on innovation and by providing the ultimate service, customer experience and products.

During the lockdown, we reached out to eye care professionals to better understand their new needs and challenges. Thereby, we're proud to announce new developments that will maximize the Nikon experience at both the ECP and customer levels. Because, at the heart of it all, we want to help eye care professionals provide an elevated customer experience.

We have developed a new range of essential resources to help eye care professionals provide the best customer experience. This Fall eyecare professionals will be able to guide patients remotely with product selection and eye care professionals will have enhanced tools for ordering and tracking lenses online. In addition, Nikon has prepared promotional tools to be used in-store, as well as special offers and giveaways.

We mostly recently launched a new online ordering platform with enhanced features for an easy and user friendly experience. Now available as part of the I See Without Compromise promotion is the giveaway of our new anti-fog lens cloth.

For more details, contact your Nikon Business Development Partner or your local Customer Experience Agent should you have any questions.

**See attachment: Essentially with you main visual.**