



Press Release

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Nikon Optical Canada

Montreal, Canada

Essentially with You: Nikon Launches an Online Lens Selector for Patients and ECPs

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

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.

The Lens Selector is a quick and easy digital solution to assess your patients' needs with just a few clicks. Its *Online Quiz* provides patients with a series of questions about their lifestyle and visual habits, after which they - and you – get a clear picture of their optical profile, including a suggestion of the lenses that best fit their needs. The Lens Selector's *Compare Feature* allows patients to compare and familiarize themselves with the range of Nikon products that are available in a simple yet use- friendly way.

Try it for yourself [here!](#) And the great thing about it all, you can share this quiz with your patients by redirecting them to the Nikon Lens Selector link, by creating a link on your website to the Lens Selector or by simply integrating the Nikon Lens Selector using the programming code.

For more details, contact your Nikon Business Development Partner. Additional information can also be located on the Professionals section of www.nikonlenswear.ca.