

# The Top 10 Things You Must Know Before Choosing Your Optician



banks | opticians



Dear friend,

If you are researching opticians and the best eyewear for you, you are in the right place! Just like every face is different, optician practices are different too. And not all eyewear experiences will be the same.

At Banks Opticians our mission is to deliver an effortless eyewear experience. There is no greater reward than seeing how happy our clients are wearing glasses after we help transform their eyewear.

To help you choose the right optician, even if it is not us, and after listening to our clients' frequently asked questions, we've compiled a Top 10 Things You Must Know Before Choosing Your Optician.

Enjoy.

***Sarah and Paul Banks***



## The Top 10 Things You Must Know Before Choosing Your Optician



### 1. How long is the Eye Exam?

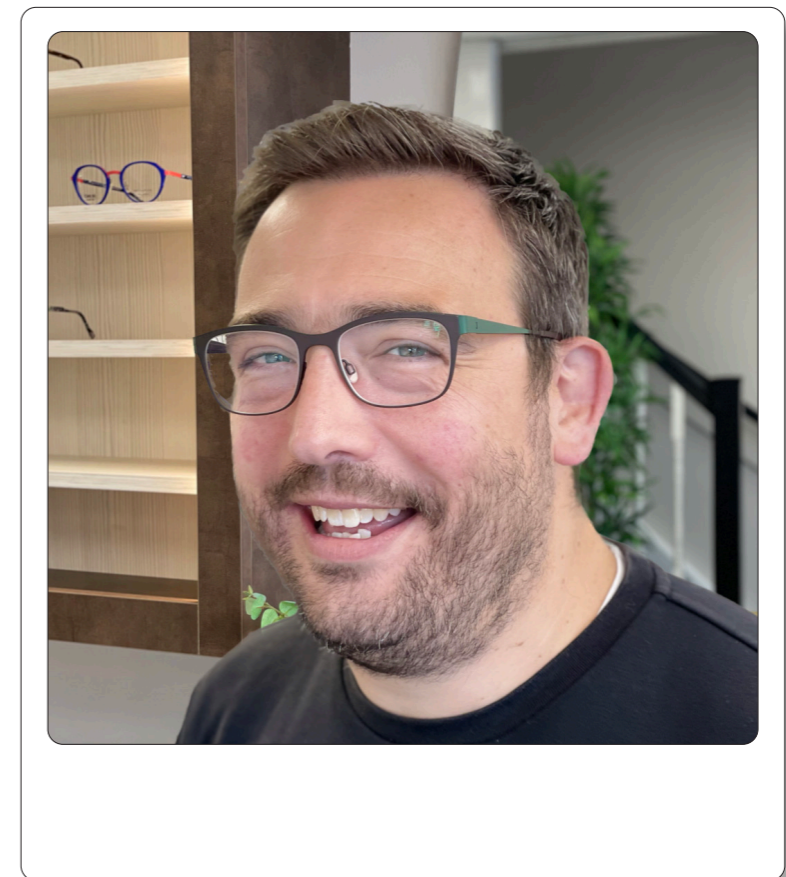
The average eye exam appointment in the UK is 20 minutes in length. Whilst that may provide enough time for an optometrist to examine your eyes, it allows very little time for discussion and personalisation to your individual requirements.

At Banks Opticians, you get a 40 minute appointment. All parts of the eye examination will be carried out by the optometrist. It also allows more time for the optometrist to find out about you, what your preferences are, and how you use your eyes, what type of work you do and more. And that means that you'll get effective advice and solutions because it is tailored to you.

### 2. What type of eyewear do they specialise in?

Most 'designer' frames are produced for the mass market and made by the same global company who stamp a different logo and designer brand name on the side so they can charge a premium for it. This bland but branded frames are then distributed all over the world in mainstream opticians.

However, a few select independent opticians specialise in niche eyewear, made by small eyewear design companies who are truly passionate about creating unique, stylish and comfortable eyewear that you'll love wearing. Handmade and of the highest quality, they are designed for individuals who want something superior. At Banks Opticians, we source frames from around the world so if you're looking for something different than the frames you see in most opticians, then niche eyewear is for you.



### 3. Can I try on frames without any obligation or pressure to buy?

There are a lot of people who hate shopping for new glasses and feel overwhelmed with the endless rows of frames to choose from. They find the whole process difficult, confusing and time consuming. Thankfully at Banks Opticians, there is a more sophisticated way to choose eyewear than just trying frames on at random. We like to offer an Eyewear Styling Consultation giving you advice and a more personal service saving you time trying lots of frames that don't either fit or suit you. We will ask about your preferences, advise you on face shape and frame styles and what will suit you and then show you all the possibilities of frames you could wear from our cutting-edge collection. The Eyewear Styling Consultation is an opportunity to discover the right style of eyewear for you in a no-pressure, relaxed environment with the help of an eyewear professional. You should never be made to feel obliged to buy after receiving this service. Making the right choice requires thought and consideration and the right expertise to guide you through the process effortlessly and enjoyably.



### 4. Do They Guarantee Their Prescriptions And Eyewear?

In addition to normal product warranties, ask if your optician will guarantee that you'll be happy with your eyewear. Do they offer at least a 30-day guarantee where they will change the frame and lenses for you, free of charge, if you are not completely comfortable with the glasses you selected? Do they have a process and service that is so good that they are happy to guarantee it? This tells you a lot.

At Banks Opticians we provide a 60-Day "Love Your Glasses" Comfort Guarantee. If, for any reason, you are uncomfortable with your new glasses, you can choose an alternative frame and/or lenses that will be more comfortable for you. All at no charge. We guarantee you will love your glasses!

In addition, we provide ongoing aftercare service to look after your eyewear for as long as you have them.





## 5. Are They Truly Experts?

While optometrists must be professionally qualified and undergo continued education and training every year to be registered to carry out eye examinations, it is a different story when it comes to opticians.

Dispensing opticians are professionally qualified to help you select your eyewear, recommend lens choices based on your prescription and other requirements, and adjust your eyewear for optimal fitting and comfort. However, the regulations in this area are much looser and that means unqualified sales assistants are the norm in most opticians.

In most practices you will see unqualified staff far more than you will ever see a qualified dispensing optician. In the average practice there may be one qualified dispensing optician and 4 or more unqualified staff helping clients select eyewear.

At Banks Opticians, we ONLY have qualified dispensing opticians who are highly trained to create the best possible eyewear solutions for you. At Banks Opticians you will always see an expert who will take the time with you to get it right.

## 6. Do They Understand Style?

If you need to wear glasses then chances are you want to look good, feel confident and make the right impression with your glasses. Unfortunately, most opticians see glasses as just a functional requirement and it's clear they do not understand the style issue.

If you want to look your best in your eyewear then it's essential that you get advice from someone who actually has a good sense of style. Look at the environment the optician has created in their practice, what they choose to wear themselves, and pay attention to whether they have a passion and flair for good design when they advise you on frame styles.

At Banks Opticians, we believe you deserve more! We give you the best information we can about eyewear so that you can confidently select the right eyewear for you – the perfect pair or pairs of glasses that will match your personal style.



## 7. Do They Give You Free Flexible Payment Options?

Your optician should consult with you and give you several options and guidance as to what eyewear will work best for you. In addition to choices when it comes to how much you want to invest in your eyewear, we believe there should also be free flexible payment options.

You're going to be wearing your new glasses for a few years so the best opticians will also give you the option to spread the payments for your glasses over 6 to 12 months without any extra cost or interest or credit checks.

At Banks Opticians we give you easy payment options without any hassle or charges. We aim to make the whole eyewear buying experience as easy as possible for you.



## 8. What Do Their Reviews Say? Do They Have a Great Reputation?

Does the opticians have many testimonials and five-star reviews from happy customers? If they do have a few it is reassuring. But there is a big difference between having a handful of generic testimonials versus having a fair share of sincere and enthusiastic testimonials. Do your research and check their Google reviews.

At the time of writing Banks Opticians has over 70 Five Star Google reviews.





## 9. Are They Highly Successful?

Why is this important? Why choose someone who is busy and who is not bargain-priced? When you discover a practice like Banks Opticians that has looked after over 5,000 client's eyewear needs here in Birmingham, you've discovered a practice built on referrals. Clients don't enthusiastically refer if they feel they were let down or disappointed in any way. Clients tell their friends and family about great opticians because we earned their trust and because they were delighted with the whole customer experience. When it comes to your eyewear and eyecare we never cut corners or take shortcuts. Our opticians and optometrists are highly trained to produce state-of-the-art outcomes. Nothing less.

In addition, Banks Opticians were voted Practice of the Year 2022 at the recent Optical Success Academy (OSA) conference. We are members of the OSA, which is a group of like-minded, independent opticians all over the United Kingdom; all striving to deliver exceptional eye care and eye wear to their clients. We were delighted and proud to have won this prestigious award and continue to uphold the values we set ourselves.

## 10. What Do They Stand For?

Specsavers advertise glasses from £25. You can find glasses even cheaper online. What is most important to decide is whether you want cheapest prices or the best quality and expertise and to choose the appropriate opticians that can deliver that for you. Make sure you understand what your chosen opticians stands for.

Here at Banks Opticians, in additions to our guarantees and five-star reviews we stand behind these 6 promises to you...

- We promise we will only supply the highest quality frames and lenses - so you can rely on your glasses and get a good lifetime from them.
- We promise that our eyewear collections will be current and represent the best of independent, niche eyewear design from around the globe – you will have the world's most appealing styles to choose from and all under one roof.
- We promise to constantly invest in state-of-the-art lenses that will offer you the sharpest possible vision.
- We promise to supply niche eyewear in limited quantities so that your eyewear will be more exclusive to you. So you'll have something individual to you.
- We promise to invest in industry research, ongoing training and professionally qualified eyewear experts so that you receive the best advice.
- We promise to deliver a customer service experience that is personal, friendly, helpful and that makes your day!



*And finally, here is some more eyewear inspiration for you from our clients who recently went for a new look! Real people in real eyewear!*





