

Revitalising business performance this Spring

“Small businesses can take advantage of the new spring season and ensure better business performance by stepping into their customers’ shoes,” according to mentor to Australian small business leaders and chair for The Executive Connection, Mr Jerry Kleeman, in an article published courtesy of Transitions Optical.

“Providing customers with what they want is obviously the goal of retailers and small business. Working out what that is can be difficult, however it doesn’t always involve in-depth market research. It can be a case of reinvigorating relationships, asking the right questions, starting a conversation and utilising resources to help find the right solution for the customer’s needs.

“With spring-time here, the federal budget out, taxes done and business planning for the next quarter underway, it is the perfect time for optical practices to revitalise relationships with customers through service, care and a little attention.

“Just as practices concentrate on taking care of taxes and planning at this time of year, so too do consumers. But now that spring is here consumers

will be starting to think about spring cleaning, updating their health care, or their wardrobe, getting active and enjoying longer days and more sun.

“It is a great time to reinforce the service and care provided by local eye-care practitioners and reinvigorate customer relationships through providing a fresh outlook for spring and talking through eye-care solutions that will last through spring and into summer.

“Spring is one of those unique times of year where the weather can be bright and sunny, overcast with light showers and everything in between in one week. With varying light conditions and increased activity outdoors, patients are competing with obtrusive rays of sun and bleary conditions.

“Patients aren’t always aware of all the options in eye care, and just like any customers, they’re switched on by choice. As the expert on this front, it’s up to the eye-care practitioner to understand the patient’s lifestyle and needs and to give them the best possible solutions. Show that you have a great range to choose from, and you’ll be better able to meet the needs

of your customers.

“Showing knowledge of customer needs or simply asking what those needs are can be the start of a meaningful conversation to help really serve the customer.

“Identify what their needs are with simple questions, such as ‘Where do you work?’, ‘Do you drive a lot?’, ‘What do you do on the weekends?’ or ‘Do you exercise more on the weekends and outdoors during warmer weather?’.

“To assist in-store conversations there are various materials available – just look to your industry associations and suppliers. Online applications can also be useful for consumers who want to explore choices and be prepared before they take a trip to their local practice.

“A good example is the interactive web based tool by Transitions Optical, ‘My Glasses Guide’. Patients can complete the quiz before their appointment and share the results with their eye-care professional, making it easier to find the best solution for them and improve customer satisfaction. In-store, dispensers can share the short informative videos from the website



Jerry Kleeman

that show the benefits and functionality of all sorts of lenses.

“A menu of options along with an added safety blanket is even more empowering for the consumer. Recent Newspan research¹ found that 60 per cent of non-existing customers were more likely to try particular lenses when offered a satisfaction guarantee.

“So get to know your customers and look for opportunities that give you added confidence in your ability to increase your profitability and rate of customer satisfaction this spring.” ■