

John Graham

General Manager, Glasses.com

LEAD SPONSOR



SUPPORTING SPONSORS



Vision Monday Global Leadership Summit

March 2012



Where we came from



Provo, UT

Our secret sauce

It isn't so secret, really. We start with the **customer** and work backwards.

- We take the call live
- We take care of the issue
- We get them what they want, as fast as we can, for a price they can afford



It's been 15 years

And eyewear patients are **still dissatisfied** for several reasons.

- Pressure of buying from the doctor makes for an uncomfortable decision-making environment
- Limited selection
- High prices
- Sales tactics (constant upsell), and customers have come to expect it
- The runaround of finding a pair you like

Customers really like buying glasses

Eyewear enables you to find **a fresh new “you.”** And when you can find that at a price you can afford, it becomes a transformative experience.



Advantages in traditional retail



Customers have become accustomed to some of the advantages inherent to **brick & mortar** retail.

- Proximity to the doctor and optician
- Managed care integration
- Ability to physically try on product
- Possibility of eyewear in about an hour

Advantages in selling online

Selling glasses online **overcomes** several consumer concerns.

- Access to the “long tail” or merchandising
- Shop at your leisure convenience
- Upsell yourself
- Lower price opportunities



The typical online model

Online business models have sprouted up that take advantage of the of the **opportunities** e-commerce provides.

Closeout
opportunities

Designer
eyewear for
less

Incredibly
low prices

Enormous
selections

The Glasses.com model

We're taking a **slightly different** track.

- We're building brands with inline, direct product
- We verify every prescription
- We're focused on the customer that already buys from us (1-800 CONTACTS)
- We're far more interested in great service than low price



The Glasses.com model

...and so far, customers love it.

97%

NPS Score
(February 2012)



Voice of our customers

“The website is great and the process very, very easy. I'm glad I found it through 1-800 CONTACTS. **Great service, just like 1-800 CONTACTS.** I'm looking forward to getting my new glasses.”

- Magdalena B., Virginia

Voice of our customers

“I am a very difficult customer to please, and generally find myself dissatisfied with my sales and tech support experiences. I would like however, to give my commendation to Austin who helped me on your chat line this morning. He was quick, efficient and patient with all my questions. Your pricing is good, but I'm no penny pincher, I'm a buyer who would gladly pay more for a product from if purchased from a retailer who provides better service. ...I can assure you that **if the service continues to be as good as the service that I have thus far received I will be a loyal customer.**”

- Garrett C., Utah

Voice of our customers

“I am soooooo pleased with my new glasses! You guys did such a great job. I am truly satisfied with my order. I no longer have to go to those other companies charging unnecessary prices for the same quality you provide. Also, your customer service people were excellent. I believe I will be placing another order due to satisfactory results and it does not hurt to have an extra pair of glasses! **Thank you guys so much for making me a happy customer.**”

- Loniece H., Illinois

3 things to consider

1. Figure out **what you do well**, and do it really well.

3 things to consider

1. Figure out **what you do well**, and do it really well.
2. If the customer needs something that you do not do well, either **figure it out or find someone** who does.

3 things to consider

1. Figure out **what you do well**, and do it really well.
2. If the customer needs something that you do not do well, either **figure it out or find someone** who does.
3. Start with the **customer** and work backwards.

Thank you



 glasses.com™
by 1 800 CONTACTS®