

EXPLOIT NEW REVENUE STREAMS

THROUGH A CLIENT RELATIONS PROGRAM

An optometric practice is a relationship business as much as it is about eye exams, frames, services, and results! Yet very few opticians exploit the full relationship opportunities with their clients once they have transacted and left their location.

Most opticians have a false sense of accomplishment by thinking that they have maximized relationship building when their client is at their location or when it comes to communicating with them via email campaigns, social media, or phone calls for routine exams.

It is a known fact that the actual average click-through ratio of email campaigns are less than 30%. As well the total percentage of social media users (of all ages combined) in North America was no more than 12% as of January 2013.

These figures clearly indicate that 70% to 80% of all clients will never receive any outbound communication if owners rely on email campaigns and social media to reach their clients! New revenue streams can only be created once a vast majority of clients receive communications.