



« After receiving 13.000 reviews, we gained a 5-Star Rating on Google. This was most definitely a positive step in the right direction. »

Emma Hughes - Representative - www.visiondirect.co.uk

Case Study: Vision Direct

“ We welcome feedback and invite our visitors to read testimonials from our customers. We welcome the opportunity to offer new and existing customers the best service we can. ”

Emma Hughes - Representative - www.visiondirect.co.uk

4.8/ 5	
99.94 %	0.03 %
eCommerce Platform	Custom
eKomi Integration	Custom
eKomi Solution	<div style="border: 1px solid black; padding: 2px; display: inline-block; background-color: #333; color: white; font-weight: bold;">eKomi</div> <div style="border: 1px solid black; padding: 2px; display: inline-block; background-color: #000; color: white; font-weight: bold; font-size: 8px;">PREMIUM</div>
eKomi Partner Since	May 2011
Amount of Reviews	>23000
eKomi Feedback Ratio	15 %
Most Important Features	<input checked="" type="checkbox"/> Customer Reviews <input type="checkbox"/> Product Reviews <input checked="" type="checkbox"/> Market Research <input checked="" type="checkbox"/> Social Connect <input checked="" type="checkbox"/> Certificate Page <input checked="" type="checkbox"/> Review Statistics <input checked="" type="checkbox"/> Transaction Based Review Process
Feedback Usage	<input checked="" type="checkbox"/> OnPage Trust <input checked="" type="checkbox"/> Widget / Seal <input type="checkbox"/> Product Reviews <input checked="" type="checkbox"/> Google™ Search <input checked="" type="checkbox"/> Google™ AdWords <input checked="" type="checkbox"/> Google™ Shopping <input type="checkbox"/> Newsletter <input type="checkbox"/> Display Advertising <input checked="" type="checkbox"/> Social Media <input type="checkbox"/> Offline Marketing <input type="checkbox"/> TV Ads <input type="checkbox"/> Flyer <input checked="" type="checkbox"/> Internal
Benefits	150% Shopping Carts 7000 Widget Clicks/Month

are a fraction of manufacture’s prices. Vision Direct’s representant, Emma Hughes, speaks about those 15 years, and the company’s experience of working with eKomi. “We think that saving money and time is a priceless consumer benefit. We also think had we not challenged the UK contact lens pricing market in 1998, the contact lens wearer today would be paying more” Our aim has never changed: “To supply optical products at affordable prices directly to the customer in the most convenient way while offering a professional, fast and friendly service”

The Customers: Our Priority

We have always been interested in the opinions of our customer as a quality control and improvement tool. Not only are opinions useful for us, but they are also useful to potential customers, encouraging our sales through the confidence and trust our customers have in Vision Direct. In today’s contact lens market consumers have a wide array of choices when selecting where to buy replacement lenses. Vision Direct continues to serve the contact lens wearer with the most competitive prices. 15 years of experience and implementing eKomi has successfully helped Vision Direct meet and exceed customer expectations.

The Results are in the Rating on Google

We have used eKomi’s service for 18 months and have seen impressive results in our marketing strategy. After receiving 13.000 reviews, we gained a 5-Star Rating on Google. This was most definitely a positive step in the right direction. The number of clicks on our website has remained steady. However, on one occasion, the number of eKomi Widget clicks in one month exceeded 7000! With a response rate of 15%, near to 14.000 customer reviews, and more than 99% positive feedback, we can confirm what we already knew when we signed up with eKomi: unbiased opinions are the most effective tool to ensure a online purchase. We enjoy learning from our customers, and have gained valuable advice from their comments. We constantly monitor the comments submitted by our customers to help us improve our business and the relationship we have with our customers. Additionally, our customers are happy that they can leave their thoughts and comments for others to see. Our Facebook fan page is doing well and has nearly 4.000 “Likes” already.

Vision Direct: The Secret of 15 Successful Years

Vision Direct was established in 1998 as a direct online supplier of replacement contact lenses. By delivering directly to the consumer and keeping their overhead and other costs low, the cost of replacement contact lenses