



SW&C Jackson
Opticians

Focused on your vision



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Hello

If you are researching opticians and where to look for the best eyewear, you are in the right place!

Just like every face is different, optician practices are different too. There will be many similarities but, not all eyewear experiences are the same.

SW & C Jackson Opticians our mission is to serve our patients and deliver an effortless eyewear experience. There is no better reward than seeing how happy our patients are wearing glasses after we help transform their eyewear.

To help support our mission and to help you choose the right optician for you - even if it is not us, I put this report together, The Top 10 Things You Must Know Before Choosing Your Optician.

Enjoy.

P.S. When you are ready, I urge you to schedule your free eyewear styling consultation and experience the Jacksons difference for yourself. There is no obligation to purchase, and you will get lots of practical advice and guidance that will make choosing eyewear easier no matter where you go.



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

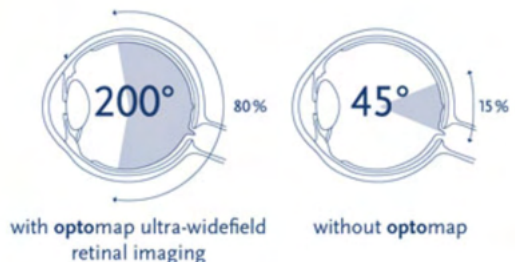
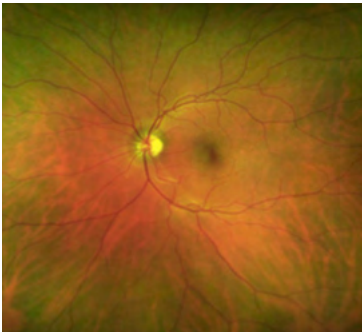
1. How long does an Eye Examination take?

On average, an eye exam in the UK lasts about 20 minutes. This may provide enough time for an optometrist to examine your eyes, establish that they are healthy and measure your prescription however, it allows very little time for discussion and personalization to your individual requirements.

At Jacksons we spend around 45 minutes on each eye exam. Our Enhanced Eye Health Examination uses scanning lasers in our Optomap Wide

Field Retinal Camera and Optical Coherence Tomographer (OCT) to fully investigate your ocular health. Our automated phoropter makes light work of establishing your prescription – no heavy trial frame and lenses on your nose required!

We then take time to find out about you. How do you use your eyes day to day? What type of work you do? What are your frustrations with your current glasses? You'll get effective advice and solutions because it is tailored to you.



2. What type of eyewear do they specialize in?

Most so called designer frames are produced for the mass market by a few global companies. Logo and designer brand name on the side, these bland but branded frames are distributed all over the world and are sold by many opticians.

However, there is another way. A select few independent opticians specialize in niche eyewear. Made by a handful of companies who are passionate about creating frames that you'll love wearing. Handmade and of the highest quality, they are designed

for individuals who want something superior. If you want something different to the frames you see in most opticians, then niche eyewear is for you.

Such practices are passionate in their quest to deliver something different to their patients. Ask them and they will tell you passionately of their quest both in the UK and abroad to discover the best eyewear in the world and bringing it to you!



3. Do they offer a free Styling Consultation?

Many people hate shopping for glasses because they find the process of choosing new glasses confusing, difficult and time consuming. At Jacksons, we have developed a process for choose eyewear - so much better than just trying frames at random! Our Eyewear Styling Consultation means you get better advice and a more personal service and no more trying on lots of frames that neither fit nor suit you.

In an Eyewear Styling Consultation, the dispenser should discuss your visual requirements and previous glasses wearing experience to establish your best spectacle lens design. They should ask for any style

preference for your new glasses, and considering your face shape, colouring prescription and visual requirements, show you possibilities from a cutting edge collection of eyewear.

The Eyewear Styling Consultation is an opportunity to discover eyewear in a no-pressure, relaxed environment with the help of an eyewear professional. Making the right choice requires thought and consideration and the expertise make the process effortless and enjoyable.

You should never be made to feel obligation to buy after receiving this service.

Our Proven Process



4. Do they guarantee their work?

Ask if your optician will guarantee that you'll be happy with your eyewear? What happens if you are not happy with your vision, find the frame uncomfortable or just don't like it? Do they have a process to check in with their customers to ensure that they are happy? This tells you a lot.

At Jacksons Opticians we guarantee you will love your glasses! Our 60-Day "Love Your Glasses" Comfort Guarantee means that 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 at no charge.

We want you to be happy with your purchase and as enthusiastic about eyewear as we are.

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



5. Are all the staff experts?

At Jacksons Opticians, our dispensing staff undergo regular internal training in all areas of frame and lens design and innovation. This ensures you select the best frames and lens based on your personal and lifestyle requirements

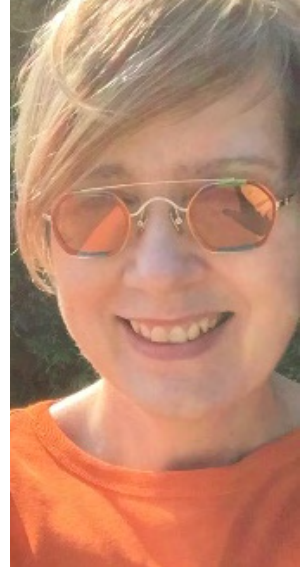
All optometrists are professionally qualified registered with the General Optical Council. They must undergo continuing education and training every year to maintain their registration.



6. Do They Understand Style?

Unfortunately, some opticians see glasses as just a functional requirement. A means to the end of seeing clearly. They forget the Style Issue

They forget that you care about the image you project when wearing glasses. To look your best in your eyewear then it's essential that you get advice from someone who understands the Style Issue. Look at the environment within the practice. What eyewear do they choose to wear themselves? Pay attention to whether they have a passion and flair for good design when they advise you on frame styles.



“Pay attention to whether they have a passion and flair for good design”



7. Do they offer flexible payment options?

New eyewear can seem expensive, particularly if you need multiple pairs. It is however an investment in both your sight and your style. You will wear your new glasses for a few years, so the best opticians will offer the option to spread the payments without any extra cost, interest, or credit checks.

At Jacksons Opticians our easy payment option lets you have the glasses you want. Pay a 50% deposit and spread the payments over 10 months. There are no credit checks or extra fees associated with this service. We want to make the whole eyewear buying experience as easy as possible for you.



**Put down a 50% deposit
and spread the rest of your payments
over or up to 10 months.**



NO FEES QUICK & EASY
**Just tell a team member
when you order your glasses that you
would like to divide your payments.**
**There is no credit check so it will not
affect your credit score**



**Get stylish niche eyewear for as little as
£10 per month (based on an initial purchase price of £600)**

8. Do they have a great reputation?

Does the opticians have testimonials and five-star reviews from happy customers? If they have a few, it is reassuring, but there is a big difference between generic stock testimonials sincere and enthusiastic reviews.

Do your research. Check their Google and Facebook reviews. Do the testimonials seem genuinely written by real people about real experiences? Have people traveled further than you might expect to visit the practice? This is always a good sign.

Feel free to check our reviews on Google and Facebook.

"A lovely atmosphere and so helpful too.
Very friendly, patient, supportive and understanding."
Thank you

Margaret Sutton

Staff are wonderful. Very helpful in helping me choose a lovely frame, a very daunting task for a contact lens wearer. Always on hand if I have a problem, always great service. Thanks everyone.

Chris Povey

Excellent service. Thorough eyesight test and glasses came within a week for me to wear.
Thank you.

Keith Williams

Brilliant opticians in Nantwich. Went the extra mile when I registered as I had only just moved to Nantwich and broke my glasses. The service from start to finish was brilliant with a thank you card and phone call asking if everything is ok with the glasses

Douglas Thomson

9. Does The Practice Take Pride In Its Reputation?

When you discover a practice like Jacksons which has looked after patients' needs since 1888, you've discovered a practice that takes extreme pride in a reputation built on referrals.

Patients don't enthusiastically refer if they feel they were let down or disappointed by their experience. Patients tell their friends and family about us because we earned their trust and because they were delighted by the experience of being our patient.

When it comes to eyewear and eyecare, we never cut corners. Our staff are highly trained to produce state-of-the-art outcomes. Nothing less.

When you visit us, you are in safe hands.

“When it comes to eyewear and eyecare, we never cut corners.”



10. What Do They Stand For?

Make sure you understand what the opticians stands for. Some opticians' practices advertise glasses from £19 complete and you can find glasses even cheaper online. Some practices only work with branded frames with mass market appeal, others major on 2 for 1 offers.

Choose what is important to you. Do you want cheapest prices or the best quality and expertise? What do you value?

Choose the appropriate opticians that can deliver what you are looking for.

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

1. 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.
2. 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.
3. We promise to invest in state-of-the-art lenses that will offer you the sharpest possible vision.
4. 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.
5. We promise to invest in industry research, ongoing training so that you receive the best advice.
6. We promise to deliver a customer service experience that is personal, friendly, helpful and that makes your day!

And finally, here is some eyewear inspiration for you. Real people, living real lives, in real eyewear!





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