



media release

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Visique again scoops Canstar's 'Most Satisfied Customers' award

Visique has won Canstar's Most Satisfied Customers award for optometry businesses, for the third year running.

Canstar's research showed the main drivers of satisfaction for optometry were customer service, value for money and service and advice. After-sales service, range of products and accessibility of store were lesser drivers. Visique was the only brand that received 5 stars across all drivers of satisfaction.

Neil Human, CEO of Independent Optometry Group, owner of the Visique brand, said "customer satisfaction is driven by a patient-centric approach with the personal touch and continually striving to do more.

"As a group of independent optometrists, winning the Canstar award for the most Satisfied Customers for the third consecutive year now reflects the incredible emphasis and dedication that our practices place on putting their customers first. "

Canstar's research showed people in the 60 + age bracket and retirees invest more in their glasses, and significantly more on their contact lenses when compared to the market average. Visique has a strong presence with these demographics.

The survey of 1039 people who had used an optical store showed New Zealanders were forking out, on average, \$414 for a pair of glasses, slightly less than the \$448 they paid last year.

Those who wear glasses and are aged 30 to 39 spend less than the average on their specs, at \$304, while those aged 70 or older spent \$512. The average spend for contacts was \$229, compared to last year's \$288. Those aged over 70 spent \$413 on their lenses. Just over 80% of people only wear glasses, while 5% only wore lenses and 11% used both.

The majority have more than one pair of glasses, meaning they have likely paid out several hundreds of dollars for their specs. Interestingly, 17% say their glasses are part of their "look."

Eye surgery does not appear a popular option, with 56% of respondents saying they were not considering it.

“The older demographic’s importance to the optometry industry will likely increase, as New Zealand’s population ages,” said Jose George, Canstar New Zealand General Manager. “This group clearly appreciates a good pair of glasses, and Visique is meeting their needs.

“New Zealanders in general are willing to pay for a good pair of glasses, often have more than one pair and plenty see it as a part of their image.

“It’s good to see Kiwis are taking their eyes seriously - whether for reasons of health or fashion. Eyes are important and investing in quality glasses will contribute to a healthy future.”

For further information please visit the Canstar NZ site [here](#).

For further information, contact:

Irene Chapple

PR Manager - Canstar NZ

027 403 1533

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