

The Top 5 Things You Must Know Before Choosing An Optician.



pticians **forum**





Introductory Letter From: Chris Violaris, Owner,
Opticians Forum

Dear friend,

If you are researching opticians and the best eyewear for you, you are in the right place. Just like every face is different, optician practices are different too. In your search for finding the right optician for you, you most likely will find similar options.

That being said, not all eyewear experiences are the same.

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

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

Enjoy the guide and let us know if you have any questions.

And of course if you require any information just call or email us:

Tel: 01438 364 168 email: opticiansforum@gmail.com

We would be delighted to help you further.

Best wishes

Chris Violaris
Director

The Top 5 Things You Must Know Before Choosing An Optician.



1. How long is the Eye Exam and does the optician have the Latest Equipment

The average eye exam appointment in the UK is 20 minutes in length. While that may provide enough time for an optometrist to examine your eyes, it allows very little time for discussion and personalisation to your individual requirements. At Opticians Forum you get a 40 minute eye exam so that the optometrist can take more time to find out about you, use the latest technology on you eyes, what your preferences are, how you use your eyes, what type of work you do and more.

And that means you'll get effective advice and solutions because it is tailored to you. There is a big difference between getting 20 minutes with the expert and then being rushed out the door versus getting 40 minutes with the expert to discuss everything thoroughly.



2. What Kind of Eyewear Do you Specialise in?

Opticians Forum is proud to host the World's Greatest Eyewear brands locally. There is no difference in walking the Streets of Milan for Versace and the Streets of Paris for Longchamp and the Streets of New York for Tom Ford when you can find the world's greatest eyewear designers on The Forum in Stevenage. We view the collections three times a year to source the latest trend.

However, we are not satisfied with simply having the world's best known designers. There are also niche eyewear, made by small eyewear design companies who are truly passionate about creating eyewear that you'll love wearing. Handmade and of the highest quality, they are designed for individuals who want something superior. If you are looking for something different then niche eyewear is for you.

Ask the opticians where and who they source their frames from and how often they view the latest collection. The good ones will passionately tell you about the latest fashion shows and eyewear from Milan, Paris, and Copenhagen to bring you the World's Greatest eyewear, Locally.





3. Do They Offer You A Free Styling Consultation Without Any Obligation Or Pressure To Buy

There are a lot of people who hate shopping for glasses and it's mainly because they find the process of choosing new glasses painful, difficult and time consuming. Thankfully, at Opticians Forum there is a more sophisticated way to choose eyewear than just trying frames at random.

An eyewear styling consultation means you get better advice and personal service. And it means that you don't have to scratch your head and browse and try on lots of frames that neither fit you nor suit you. In an eyewear styling consultation, the styling optician should first ask you about your preferences, advise you on face shape and frame style and what will suit you, and then show you all the possibilities you could wear from a cutting-edge collection of eyewear.

The eyewear styling consultation is an opportunity to discover the right style of eyewear for you in a no-pressure, relaxed environment with the help of an eyewear professional. Making the right choice of eyewear requires some thought and consideration and the right expertise to guide you through the process effortlessly and enjoyably. You should never be made to feel obligation to buy after receiving this service.



4. Do They Understand Style?

If you need to wear glasses then chances are you want to look good, feel confident and make the right impression with your glasses.

Unfortunately, most opticians see glasses as just a functional requirement and it's clear they do not understand the style issue. If you want to look your best in your eyewear then it's essential that you get advice from someone who actually has a good sense of style.

Look at the environment the optician has created in their practice, what they choose to wear themselves, and pay attention to whether they have a passion and flair for good design when they advise you on frame styles. At Opticians Forum, we believe you deserve more! We give you the best information we can about eyewear so that you can confidently select the right eyewear for you – the perfect pair or pairs of glasses that will match your personal style.



5. What Do Their Reviews Say? Do They Have A Great Reputation??



Do They Have A Great Reputation? Does the opticians have many testimonials and five-star reviews from happy customers? If they do have a few it is reassuring.



But there is a big difference between having a handful of generic testimonials versus having a huge quantity of sincere and enthusiastic testimonials.



Do your research and check their Google reviews. Have they won multiple local and national awards for best opticians in Hertfordshire and the UK? Opticians Forum has consistently been voted Best Opticians in the UK and Hertfordshire for the service it provides to its clients and the local community.



Opticians Forum has a significant number of 5* reviews.



**Jackie Warner**
2 reviews
★★★★★ 8 months ago
I have just collected more fabulous glasses to add to my ever increasing collection. Mukesh is simply the best optician I have ever visited, so very knowledgeable and professional taking his time to ensure you have the optimum prescription. Lesley is simply the beating heart of GPC, always so very warm and welcoming. Her knowledge is superior and knows exactly which frames to recommend and delight! She is very honest and is on hand to help and guide you with decision making. Lesley I look forward to my next visit and thank you as always!
 Like



**Adriana Rosu**
6 reviews
★★★★★ 5 months ago
The best place to get your glasses from!
Thank you for everything. This is the best optician I have been to. From the eye test to the beautiful customer service experience. I've had my own frames but that didn't stop them from fitting the best lenses I've ever had. You will not hesitate if you choose them. Thank you again! I am so happy.
 Like



**Mrs Fielder**
6 reviews · 1 photo
★★★★★ 2 years ago
I've been a customer at GPC for over 30 years. I won't go anywhere else as the service is always personal, very friendly and consistent. I like it that I always see familiar faces amongst the staff, it gives me confidence. I think I've only seen 4 or 5 opticians during all the years, which says a lot about them as employers. Lesley is always incredibly, honest, helpful and knowledgeable regarding choosing frames and lenses too. The frames and lenses are very high quality, I have never had any issues with my purchases.
 Like

**Peter Scales**
1 review
★★★★★ 8 months ago
I have been using GPC for many years and found them to be professional, courteous, helpful and obliging. Their range of frames is spectacular from the ordinary to the unusual. I recommend a visit you won't be disappointed. Even with the change in ownership the standard has been maintained.
 Like

**RossH**
4 reviews
★★★★★ a year ago
Come here if you need your glasses adjusted - regardless of where you bought them and receive extremely fast service! I'm going back for all further adjustments! Thanks for fixing my glasses.
 Like

**Jackie Callister**
1 review
★★★★★ a year ago
Myself and my children have been going to GPC opticians for 20 years. I would not go anywhere else as they are very professional and I trust them completely to look after our eyes after initially being recommended by Lister Hospital. Genuinely friendly staff who always go the extra mile to look after their customers.
 Like

**Mrs Fielder**
6 reviews · 1 photo
★★★★★ 2 years ago
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 Like

**Nick Russell**
4 reviews
★★★★★ 3 years ago
Great Service From Lesley and the team on my last 2 visits! Including Devan the Optician who supported me when I had a problem with my eye. He took time on a busy Saturday to check my eye and write a referral for A&E. Excellent Service
I have always had great service at GPC and always return to them for advice and glasses! I would high recommend them
 Like