

Another Award: Customer Service Excellence

"TOP SERVICE Germany 2019" – optoVision among the top service leaders in Germany.

Langen, 01.08.2019 – optoVision, lens manufacturer based in Langen, Germany, continues to focus on improving its customer service. The independent consulting firm ServiceRating analyzed and rated its customer service and services.

The result: optoVision is one of the top service companies in Germany across all industries and company sizes.

Now in its 14th year, the consulting firm ServiceRating offered its services to companies operating in B2C and B2B business. The cooperation of Ipsos, Handelsblatt and the IMU of the University of Mannheim conducted the survey. IMU developed the sophisticated survey and evaluation method under the leadership of Prof. Dr. Christian Homburg. Goal of the survey is a cross-industry comparison of customer services and customer focus. The model is used to develop strategies and models for success.

The study analyses both customer and management perspectives of the participating companies on topics such as customer focus, customer loyalty and service quality. The survey includes information on human resources management, customer-related processes as well as product and service offerings. optoVision achieved above-average results in all areas and thus ranked among the top 5 B2B companies in Germany across all industries.

Axel Kellersmann, Managing Director of optoVision: "optoVision stands not only for the best quality "Made in Germany" but also for the best service in the industry. In order for this to remain so, we must and want to continuously work on ourselves and our services and processes. That is why we have decided to have our service analyzed and evaluated independently by the company ServiceRating, in order to compare it with companies in other industries and further optimize it through "best practices". But of course we are also pleased that our customers have already rated us one of the best companies in Germany".

Zeljko Klaric, Head of the Service Center at optoVision, is also very satisfied with the project, as a critical review of all processes by ServiceRating together with management lead to improvements for immediate implementation. For many customers, the environmental aspect is becoming more and more important, which is why optoVision removed, for example, plastic bags when shipping products and switched to completely climate-neutral biodegradable delivery bags.

Klaric suggests: "We at optoVision would like to continuously develop ourselves. The awards for the best lens manufacturer in 2016 and 2018 from markt intern* show us that our initiatives and services are having an impact on our customers. But no one

can claim to be the best at anything unless they are continuously put to the test. That's why we have chosen TOP SERVICE Germany and are all the more delighted to have received the award as one of the leading companies in the field of customer satisfaction. A large thank-you therefore goes to our employees. Because they are the ones who offer our customers the best possible service every day and thus contribute to the success of our partner opticians. But I would also like to thank all customers who took part in the survey for their valuable input".

Focusing on products and services "Made in Germany" as well as short delivery ways, thanks to the central location in Germany, optoVision sets itself the goal to support independent opticians against the competition such as chain stores and online retailers. The latest award strongly demonstrates by means of reliable and independent surveys that the lens manufacturer is on the right track. It is now a question of continuing to successfully pursue this path in view of changing customer requirements and ever-new challenges.