



OPERATIONS DEPARTMENT

BRANCH OPERATIONS GUIDELINES

EFFECTIVITY: _____

SIMPLIFIED POLICY ON LENS ONLY TRANSACTIONS

STATEMENT OF THE POLICY

This policy establishes guidelines for lens only transactions in order to minimize if not eliminate complaints of damages during insertion of lenses.

COVERAGE

This is applicable to all lens only transactions in all EO branches.

GUIDELINES & PROCEDURES

I. ASSESSMENT STAGE

Note: We do not say **NO** outright to our Patient

Staff: Politely ask the Patient to be seated while waiting for the assessment of BM/ Opto/CRO together with the Optician

Based on the following Criteria;

1. We will not accept frames bought from places like the department stores, sunnies, i2i, fly, outside stalls, tiangges and disposable. This is to minimize the amount of damages and customer complaints during lens insertion.
2. If patient brings ophthalmic quality frames like authentic signature/branded frames (example: rayban, oakley, nike, calvin, etc) and in case of unknown brand but with quality material, patient has to sign a waiver that we will not be held liable for any damage that may be incurred during the regular course of lens insertion. But assure the patient that we will try our very best to be careful with the frame during lens insertion, although sometimes accidents can occur. If patient is not agreeable to signing a waiver, please decline the transaction.
 - Even if the frame is branded or expensive, if you think the frame is not sturdy and might break during lens insertion, you have the option to decline the transaction. Encourage the patient to have the lenses made in the same place where they bought their frame.



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3. If the patient wants to put new lenses into their current/old frame previously purchased from EO, check if the frame is still under warranty. If the frame is still under warranty, go ahead and process the transaction. If the frame has already gone beyond its warranty period, ask the patient to sign a waiver since the warranty has already expired.

We are doing this to minimize the instances of complaints and customer dissatisfaction whenever damages arise from our insertion of lenses into frames from lens only transactions. We do not have replacements for these frames if we damage them. Kindly encourage patients to have their lenses made in the same place where they bought their frames. So that they are protected and guaranteed replacement frames should the frame be damaged during lens insertion.

******* IF we will not accept ...**(BM/Opto/CRO will do the explanation with the PX with this Standard SPIEL)

a. Sir/ Ma'am Pasensiya na po we cannot provide lens replacement due to the condition of the frame , baka masira po namin during insertion "

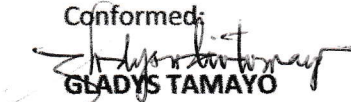
******* IF the PX is kind** - THEN DO SUGGESTIVE SELLING OFFER OUR CEG PACKAGE , pinakamababa then pataas depende sa preference nila.

******* IF the PX is LS** do the usual conversation politely and courteously declining the transaction

******* IF the PX is sobrang LS** then last resort we tell the PX mam pasensiya na po we have a policy to follow, sumusunod lang po .


Existing policies which may be in direct conflict with specific provisions in this Policy shall be deemed modified accordingly.

Conformed:


GLADYS TAMAYO
Regional Manager


DR. JOSEPHINE YAP
Regional Manager

Approved by:


MS. RACHELLE UY-SIM
AVP for Corporate Operations