Exciting new Web Development Services offered by Relcon

November 2003 –

Relcon is now offering to provide opticians with their own professionally developed websites.

Details

'We have teamed up with a professional web development company who have the skills necessary for the new generation of web sites,' comments Robert Ward, Managing Director of Relcon, 'and we have the in-depth knowledge of optical practice. This means that together we can provide the very best solutions – ranging from solutions for websites that simply want professional 'brochure' sites that announce their presence and emphasise their strengths, to practices that want true e-commerce solutions for innovative areas of practice management such as out-of-hours appointment booking; on-line ordering of contact lenses, sunglasses and solutions.'

As a showpiece for this service Relcon has also announced the launch of its own new website, www.relcon-software.co.uk. This replaces the previous website with a radical new design and a host of resources and information for the optical community and especially for Relcon's customers, and shows off the design capability of Relcon's development partners.

The website is not intended simply as a 'brochure' site – it has been implemented to give information to prospective buyers of computer systems as well as F.O.C.U.S.™ users. There is, for example, a 'Software Buyers Guide' that addresses many of the common questions that prospective buyers of any system should be asking – and Relcon's answers to them.

In addition to the buyers' guide, the web site also includes full specifications of the Company's flagship product, F.O.C.U.S.™; details of new releases and enhancements, and the agendas of past F.O.C.U.S.™ User Group meetings. Uniquely, none of these pages are restricted to only F.O.C.U.S.™ users. 'We think that the more information that prospective buyers have access to, the easier they can make an informed decision', says Robert Ward.

The only area of the website that is restricted to F.O.C.U.S.™ users are certain parts of the Support section including technical white papers that discuss the detail of certain aspects of implementation, such as VAT methodologies, accounts integration and lens validation, plus actual software patches and updates and user manual upgrades so that customers can download the latest releases from the web if they wish.

Editor's Notes

Relcon Software

Relcon Software Ltd is a software company based in Cardiff, with subsidiary offices in Chipping Norton and York. One of the few companies in this marketplace with an Ophthalmic Optician on the board of directors, it has been supplying the F.O.C.U.S. Practice Management system to selected optical clients since 1998. Major clients include Conlons Opticians of Liverpool; Black and Lizars in Scotland; and numerous independent practices throughout the UK.

For more information, visit Relcon Software on the web at www.relcon-software.co.uk , or contact Relcon Software:

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