

AIO welcomes results of Which? Members survey

Independents best once again.

The Association for Independent Optometrists and Dispensing Opticians (AIO) has welcomed the results of the latest Which? Members survey that gave local Independent Opticians the best overall rating in the market place. In respect of eye testing Independents came out top in every category surveyed and it is only in those categories relating to cost when buying glasses that others came ahead. However Independents were the only ones to achieve a five star rating for customer service when it comes to buying glasses, perhaps demonstrating the old maximum – you get what you pay for.

Peter Warren, Chairman of AIO commented: 'It comes as no surprise to AIO that Independents once again come out on top in a Which? survey of its members. The results are unequivocal and with 4029 responses out of the 8265 provided by Which? members the findings are particularly robust. Our members routinely offer the highest quality patient care, allowing enough consulting time for each patient's needs and not trying to sell them eye wear that they do not need.'

In June 2014, Which? research found that Independent opticians came out on top with a satisfaction score of 88% and this latest members' survey shows that nothing has changed in that respect. Which? members said that they highly value the professional staff, the great aftercare and the thorough eye testing provided by Independents.

'Getting this message across to the Great British public is the challenge for the Independent sector and AIO is doing its utmost to make this happen' Peter Warren added.