

Bizarre Eyewear Complaints Legitimate or Not

2023

Jackie O'Keefe, LDO
Technical Level 2



Patient Complaints 1-4

“Would you mind repeating that please...?”



Legitimate Complaints We Hear

1. I Can't See
2. Eyewear Not Ready
3. Preventable Return Visit
4. Defective Frame
5. Defective Lens Treatments
6. Poor Frame Fit

Legitimate Complaints We Hear

7. Longer Wait Time in Office
8. Financial Misunderstanding
9. Buyers' Remorse
10. Phone Call Miscommunication
11. Brick & Mortar Concern
12. Perceived Attitude.

QUOTE OF THE MONTH

Coincidence
OR
Not ???

If...

ABCDEFGHIJKLMNOPQRSTUVWXYZ

EQUALS...

1234567891011121314151617181920212223242526

THEN...

$$K \cdot N \cdot O \cdot W \cdot L \cdot E \cdot D \cdot G \cdot E \\ 11 \cdot 14 \cdot 15 \cdot 23 \cdot 12 \cdot 5 \cdot 4 \cdot 7 \cdot 5 = 96\%$$

$$H \cdot A \cdot R \cdot D \cdot W \cdot O \cdot R \cdot K \\ 8 \cdot 1 \cdot 18 \cdot 4 \cdot 23 \cdot 15 \cdot 18 \cdot 11 = 98\%$$

Both are important, but fall just short of 100%.

BUT

$$A \cdot T \cdot T \cdot I \cdot T \cdot U \cdot D \cdot E \\ 1 \cdot 20 \cdot 20 \cdot 9 \cdot 20 \cdot 21 \cdot 4 \cdot 5 = \underline{\underline{100\%}}$$

Minute To Win It

3 Second Rule

Visual

55%

Vocal

38%

Verbal

7%.



Dealing With Adults

Child –Curly

Parent – Moe

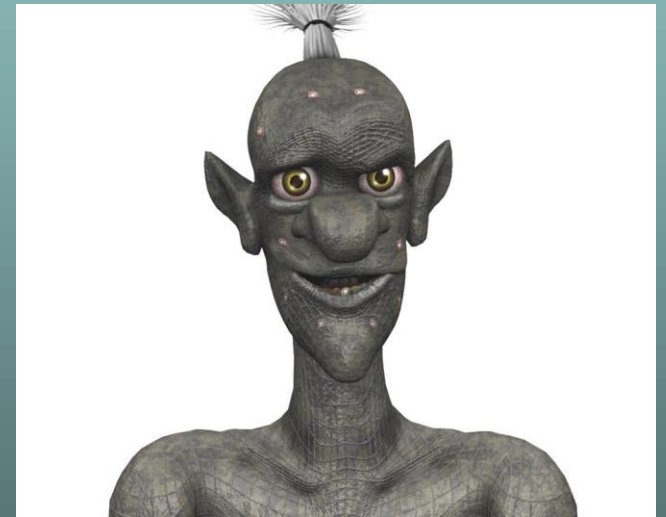
Adult - Larry

*Keep a professional
attitude regardless of how bad
your morning began.*



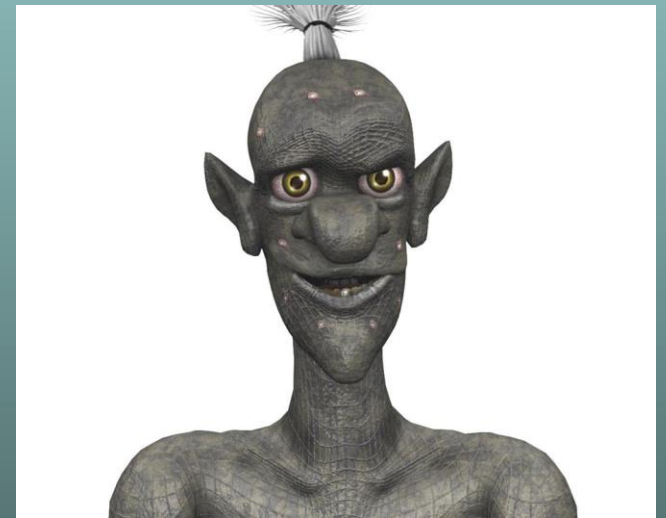
What is Their Body Saying?

- Fiercely Looking For Authority
- Staring At You
- Pacing Back & Forth
- Get To Them First Professionally!



The Beast Within

- All Day Ready
 - Loaded For Bear
 - All Your Fault
- Remove them
 - Feed Into Crowds
 - One on One is Best.



GETTING TO KNOW YOU

- What is your body saying?



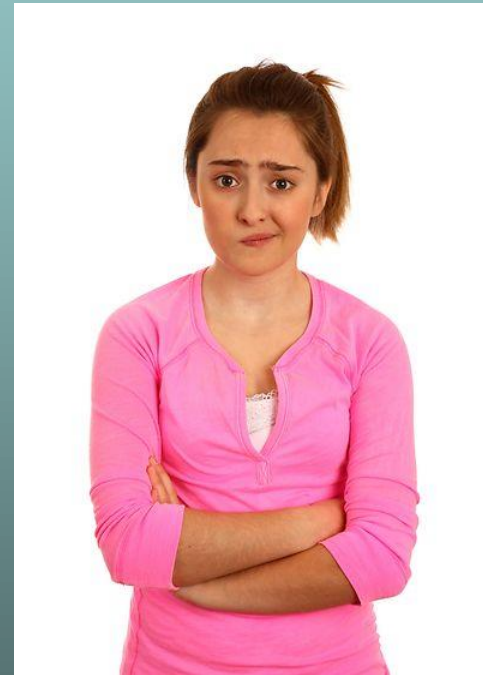
What is Your Body Saying?

○ Face

- Eyes
- Lips
- Nose

○ Body

- Arms
- Stance
- Feet



Did You See What I Said?

- Bored
- Uncaring
- Disinterested
- Distracted
- Inattentive
- Quick to judge
- Apathetic
- Interrupting
- Impatient
- Emotional
- Insensitive
- Non-responsive
- Self-centered.



Did You Feel What I Said?

- Alert
- Caring
- Interested
- Non-distracted
- Attentive
- Understanding
- Empathetic
- Non-interrupting
- Patient
- Non-emotional
- Sensitive
- Responsive
- Other-centered.



Are You REALLY Listening?

- What was YOUR name?
- Listen Reflectively Effectively
- Military Quote To Live By.



Start With “It”

- It can be resolved...
- It is difficult to understand
- It can be confusing.



CONFUSION

- Doubtful
- Embarrassed
- Hesitant
- Indecisive
- Lost

Continue With “You”

- You make a very good point
- You have the right to be upset.



End With “I”

- I understand why you would ask.
- I understand why this is important to you.



Feel Felt Found

- I understand how you feel about ...
- I have previous patients who have felt the same about ...
- What they found was ...



I can't do that...

*I CANT'S result in a negative
"I told you so"*

Patient hears "no".



Here's what I can do...

*I CAN'T result in a positive
“Well at least I am trying.”*

Patient hears “resolution”.



Be Compassionate

*Even if it's not our fault,
it's still our problem.*

Patient Complaints 5-8

“Would you mind repeating that please...?”



Legitimate Questions?

“When I am wearing my new lenses, why do I see funny lines on my lenses when I look through them?”



Legitimate Questions?

“Things look smaller”

“Things look larger.”



Legitimate Questions?

“My sun lenses seem to be floating in my new metal frame.”



Legitimate Questions?

“I see shiny spots on my cheeks.”



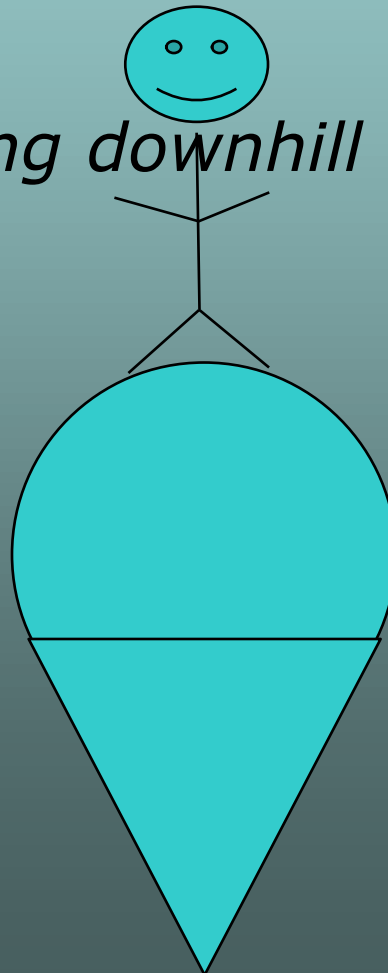
Vision Effects

"I feel like I am walking downhill or standing on a hilltop."



Vision Effects

"I feel like I am walking downhill or standing on a hilltop."



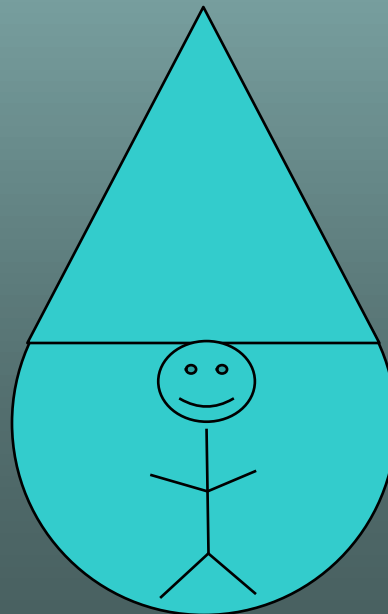
Vision Effects

"I feel like I am walking uphill or standing in a bowl."



Vision Effects

"I feel like I am walking uphill or standing in a bowl."



Legitimate Questions?

“I can’t see better with my new eyeglasses!”



Checklist For Success Paper Trail

Steps One Through Seven

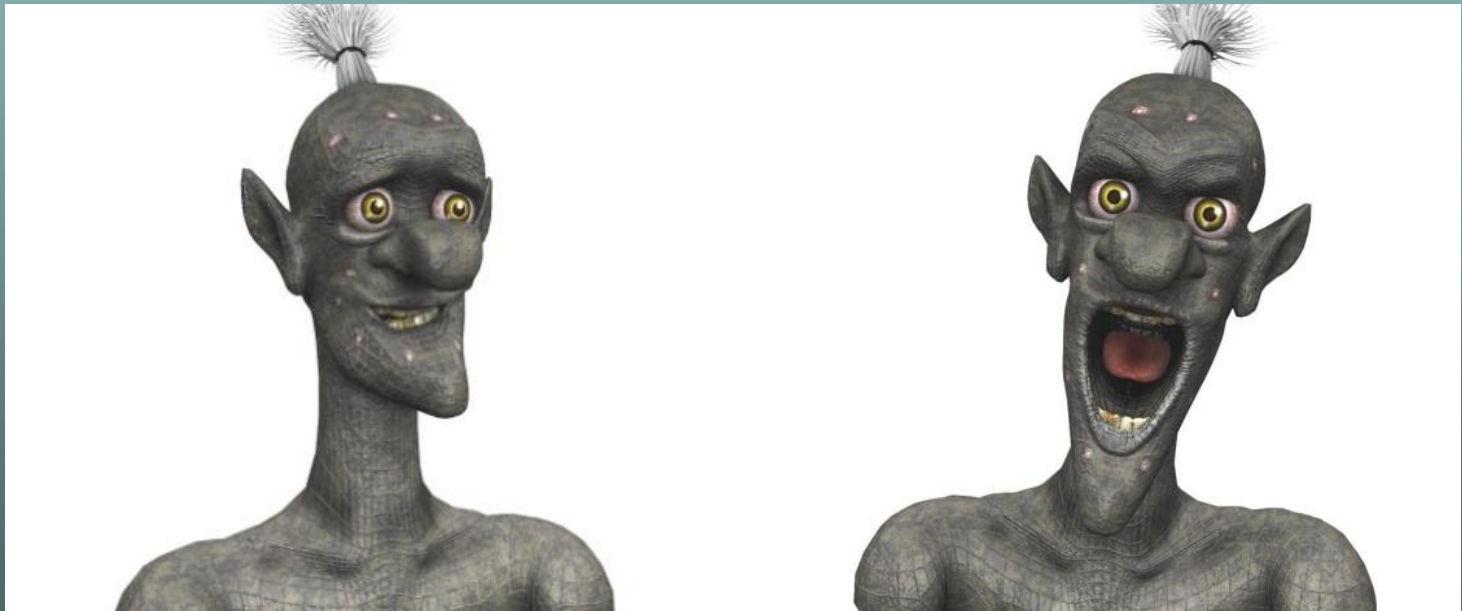
In-House Verification
Refracting Physician Verification

okeefelincoln@gmail.com



And When All Else Fails...

“Realize Buyers Remorse!”



Dealing With Complaints

Acknowledge

Listen Reflectively

Correct It

Apologize For _____

Exceed.



Thank You For Complaining?

- Learn From The Complaints
 - Welcome Them
- Thank Them
 - Increases Customer Care
 - They Made A Difference
- Preventative Measures
 - Keep A Journal



How Do We Know?

- The Silent Ones.



How Do We Find Out?



- Phone Them
- Exit Poll Them
- Focus Groups
- Social Media.

Where Did Everyone Go?

- Death
- Move
- Relationships
- Competition
- Product
- Attitude.



Thank You!

*“Be kinder than necessary
because everyone is fighting
some kind of battle.”*