Online Contact Lens Retailer GetLenses.co.uk Launch Their New Website

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GetLenses.co.uk, the UK's largest online retailer of contact lenses, is inviting all contact lens wearers to explore its new website which has been designed by their own customers. The new website now provides the ultimate user-friendly experience with improved navigation and functionality throughout. Technical information and customer reviews can now been seen for all contact lenses and the clever use of images make certain you order the right prescription.

The top and left hand menu have been specifically designed to ensure customers can find their products quickly and easily. The customer account section has also been completely redesigned to allow reminders and automatic reordering, addresses, prescriptions and reviews to be added and edited in just a couple of clicks.

They have also introduced live chat to their website, directly as a result of feedback gained from usability testing sessions GetLenses run monthly. We all know how difficult it is sometimes to pick the phone up, especially when you are at work, so to be able ask a quick question or get help and advice from one of their fully trained customer service team seems a natural line of communication to offer customers.

"This is just stage one of on-going improvements we're making to the website to ensure our customers have a hassle free journey", says Lindsey Robins, eCommerce Marketing Manager for GetLenses.co.uk.

"Stage 2 will see a 3 step checkout process and personalised homepage, so customers always see the products they've ordered in the past."

GetLenses' customer service and warehouse teams are based in York. This year has seen the warehouse implementing PeopleVox, a new computerised system which will bring live dispatch dates to their website in the coming months. GetLenses offer a wide range of daily, 2 weekly and monthly contact lenses, contact lens solutions and eye care products including dry eye treatments and hypoallergenic make-up at fantastic prices. Customers can save £100s a year buying contact lenses online in comparison with high street opticians and all products are sourced directly from the manufacturers here in the UK.

Online retail is all about delivery and customer service and GetLenses have increased their stock by half a million lenses in the last 3 months to ensure no company delivers products quicker. They even go the extra mile to ensure all orders fit through letterboxes wherever possible.

About GetLenses.co.uk
Founded in 2002 by Brendan O'Brien, GetLenses.co.uk can pride themselves on being started by opticians who understand the importance of eye care and health. The website has since grown to become the UK's largest online retailer of contact lenses. The company's aim is to offer the widest range of contact lenses, solutions and eye care products, delivered quickly to your door, at unbeatable prices with the highest quality of customer service.

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