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Keeping sight of what matters: how a service partnership can
support ophthalmic equipment manufacturers and your customers

Accelerated demand: trends in the ophthalmic industry

The demand for eye care is growing. A number of societal factors, including the ageing population and the improved awareness of eye health, mean the ophthalmic industry now needs to think of efficiency on a much larger scale.

The industry is also experiencing growth across both large optician chains and independent opticians, with the number of ophthalmic opticians in the UK rising from approximately 14,200 in 2010 to 19,700 in 2020.¹ The increasing competition facing today's opticians and their equipment providers means it's more critical than ever to stand out with excellent service. Any equipment downtime will have significant consequences on customer experience – and retention.

The global ophthalmic devices market is expected to grow at a CAGR (compound annual growth rate) of 5.2% by 2026 alone.² There is a real need for strong, scalable, and responsive service capability to make sure this equipment keeps operating at its best.

The service challenges facing manufacturers and ophthalmic professionals

Servicing equipment in this evolving landscape brings its own challenges. As product innovations accelerate, more generations and versions of equipment will be in operation – across an ever-larger and more diverse customer base. Any solution that aims to deliver consistent service levels must take this proliferation of devices into account. Let's look in more detail at the impact these trends have – both on you and your customer base.

The impact on you as a manufacturer:

A diversifying range of your products and technologies are now in use. Traditional products continue to operate alongside the latest, most advanced equipment.

Customers expect consistent service delivery in an ophthalmic environment where:



there is an increasing number of locations and customers to support.



expanded clinic opening hours make scheduling planned maintenance more complex.



there are more software-driven platforms in use, with mass upgrade programs and user training and remote assistance challenges.



advanced equipment must be integrated with existing customer systems and networks.



manufacturers are obligated to provide support under warranty, but equipment lifespan typically far exceeds the warranty period.



The impact on your customers:

1

There is an increasing dependence on your technology to support the rising volume of shorter appointments.

2

Unexpected equipment downtime (whether due to equipment failure, software issues, or user challenges) affects more customers than ever.

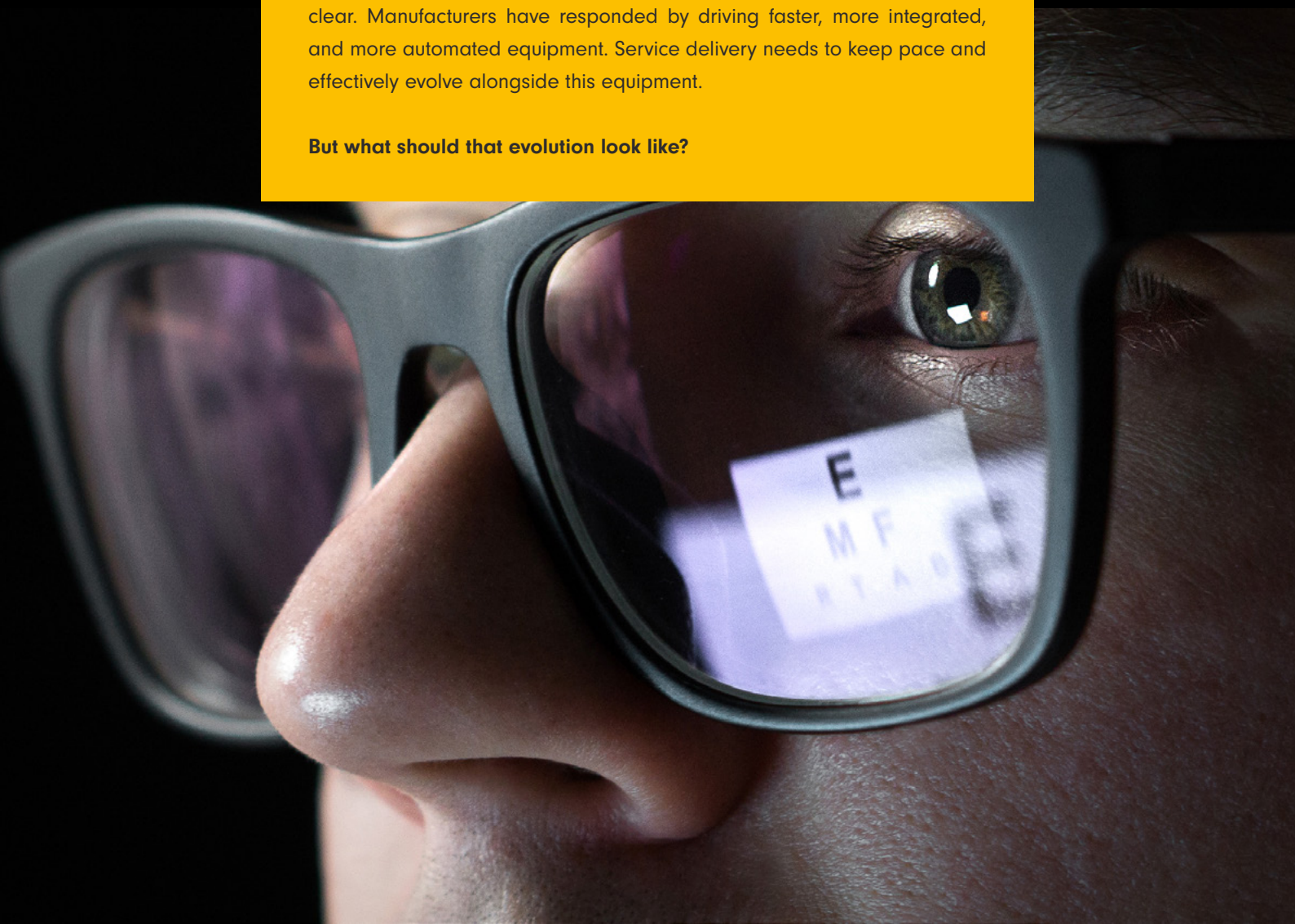
3

The growing choice of opticians available to the public means this downtime equates to a higher volume of lost business.

So, what is needed?

In this landscape where opticians need to turn around appointments fast to keep up with the competition, the demand for continuous efficiency is clear. Manufacturers have responded by driving faster, more integrated, and more automated equipment. Service delivery needs to keep pace and effectively evolve alongside this equipment.

But what should that evolution look like?



Solutions for seamless service delivery

On-site service support that understands the market

Equipment servicing should be scheduled around your customers, factoring in peak times and other factors. Once on-site, service technicians should work with the optician understanding their pressures and the professional environment. By ticking these boxes, equipment uptime is maximised, and servicing has a minimal impact on patient appointments.

A forward-looking approach that anticipates challenges

The growing number of opticians and wider range of equipment within the landscape presents increasing challenges to scheduling and skills distribution. A strong service delivery model should remain responsive in anticipating and addressing these challenges. This could incorporate having access to any of the following:



Dedicated facilities that provide cost effective repair, refurbishment or recycling of equipment.



Remote technical support that provides either an accurate diagnosis or a remote fix of issues. This saves the cost of an engineer visit while minimising the impact on business.



Field engineers to enhance internal engineering resources, providing the service bandwidth to scale and cover any eventuality.

A complete service partnership with Veritek

Veritek provides all of the elements for seamless service delivery. Consider us a one-stop shop for all your support needs, from first contact to field resolution or replacement. Veritek allows technicians to be integrated into your own service workflow seamlessly or can take on the customer contact for seamless management of technical and scheduling queries. You retain authority over all services offered to your customers; our strategy is to support you as a manufacturer, not appear as a separate entity.

We also cover the handling of demonstration equipment, including logistics, scheduling, installation, recovery, re-stocking, reporting, and tracking.

Where quality meets efficiency

By partnering with Veritek, you can manage maintenance more efficiently. Reduce downtime and delays by integrating our qualified engineers alongside your in-house teams.

Our commitments to end user training and proactive preventative maintenance (PPM) minimises the risk of downtime by ensuring that equipment keeps operating at peak performance. PPM also adds reassurance that equipment will receive regular electrical safety testing. And with it all via our operational expense-based cost model, you'll pay only for our expert service.

We also offer first line and telephone support as a cost-effective solution that makes a minimal impact on schedules. We have a high remote fix rate from our technical support team and our fault analysis levels mean technician field visits have a high first-time fix rate as well. Integrate our telephone and field support for customers to increase both the remote fix rate and the number of first-time fixes in the field.



The perfect match for manufacturers and opticians

Our 35 years in the maintenance sector gives us the expertise you and your customers can rely on. Veritek are already trusted long-term partners of leaders in the ophthalmic industry, including Boots & Topcon. The scale of our engineering network means we can deliver support to independent opticians, too.

Whether we're partnering with major manufacturers or providing outstanding service to independents, we understand the market and will provide service that takes into account peak times and pressures. Our work will always be planned to suit your customer. We'll also work with you to best identify how to provide any manufacturer-endorsed, out-of-warranty service for your customers.

Expertise at your door

A single partnership with Veritek can provide Europe-wide consistency for your service delivery. Our network of engineers spans Europe, so your customers will get access to the right technician with minimal delay. They'll also receive a local language customer contact and engineering support with centralised reporting and management. We have a number of repair centre facilities across Europe to support a back-to-base repair, refurbish or recycling service for our partners.

These facilities also offer options for managing demonstration/loan equipment pools or prestaging services.

[Find more details on our website.](#)



Your partners for peak performance

Veritek integrates into your existing workflow seamlessly. You retain the customer relationship; we provide strategic flexibility that allows you to support different product groups, customer groups, or geographic regions.

Develop an agile service partnership with us to unlock a full range of benefits:



Cope with peak periods in the ophthalmic industry more easily by accessing scalable resource.



Improve your customers' uptime and allow them to maintain or even improve their market share in an increasingly competitive market.



Achieve more consistent revenues with more consistent service delivery.

With Veritek, you, your team, and your customers can all focus on what matters. Our service partnership frees up your sales team and gives optometrists and opticians the peace of mind to concentrate on the job.

Everybody gets to keep sight of what matters.

