

# MODERN LAB SURVEY

## ECPS & LABS

Conducted by



JULY 2020

# METHODOLOGY

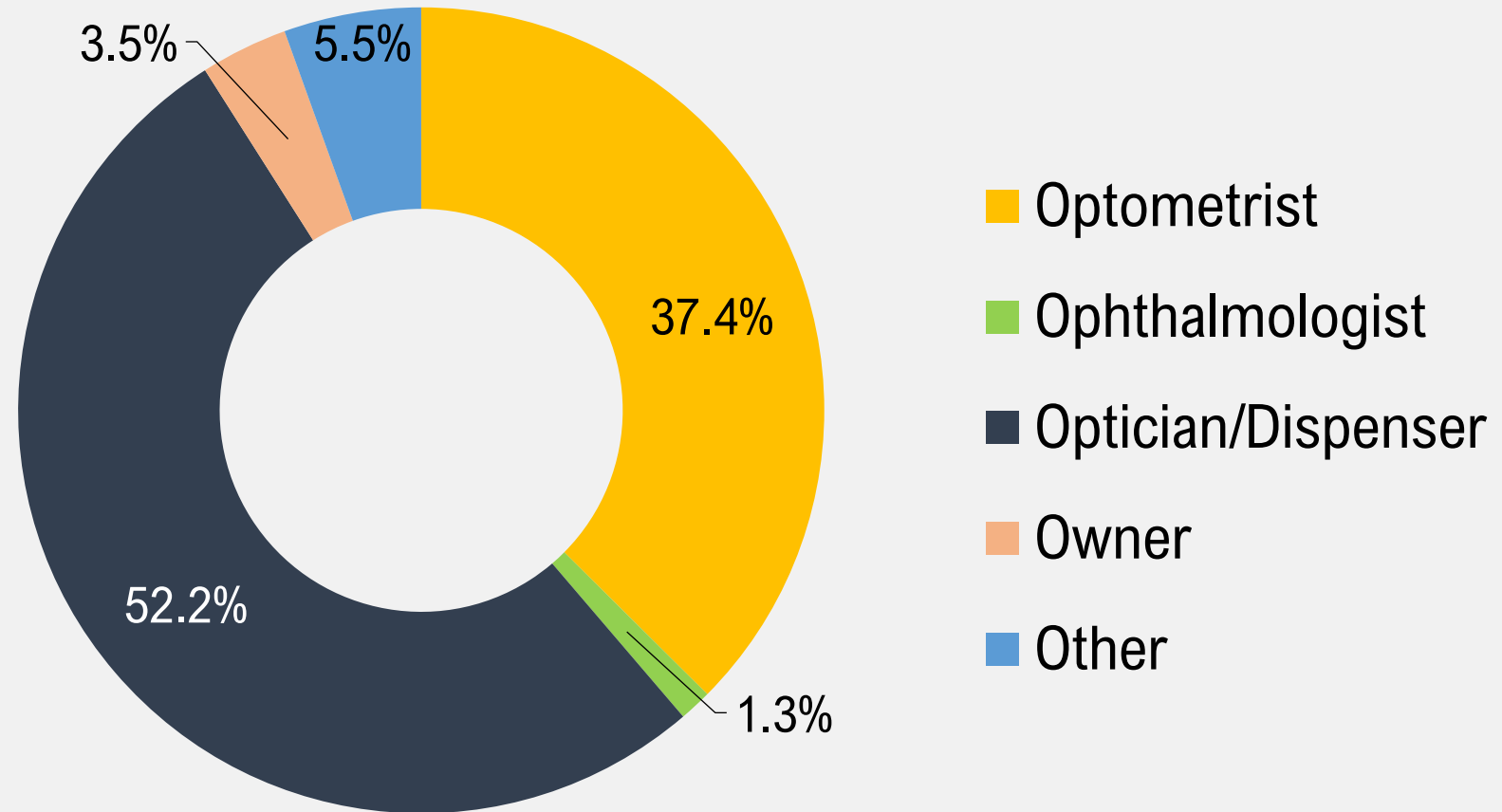
- THIS SURVEY WAS CONDUCTED BY JOBSON RESEARCH FROM JULY 14<sup>TH</sup> TO JULY 27<sup>TH</sup> 2020.
- EMAIL INVITATIONS WERE SENT TO OUR IN-HOUSE DATABASES OF ECPS AND LABS
- AN INCENTIVE WAS OFFERED TO EACH RESPONDENT FOR PARTICIPATING IN THE SURVEY.
- ECPS AND LABS MUST MEET CERTAIN CRITERIA TO QUALIFY TO PARTICIPATE IN THIS SURVEY.

# RESPONDENT DETAILS

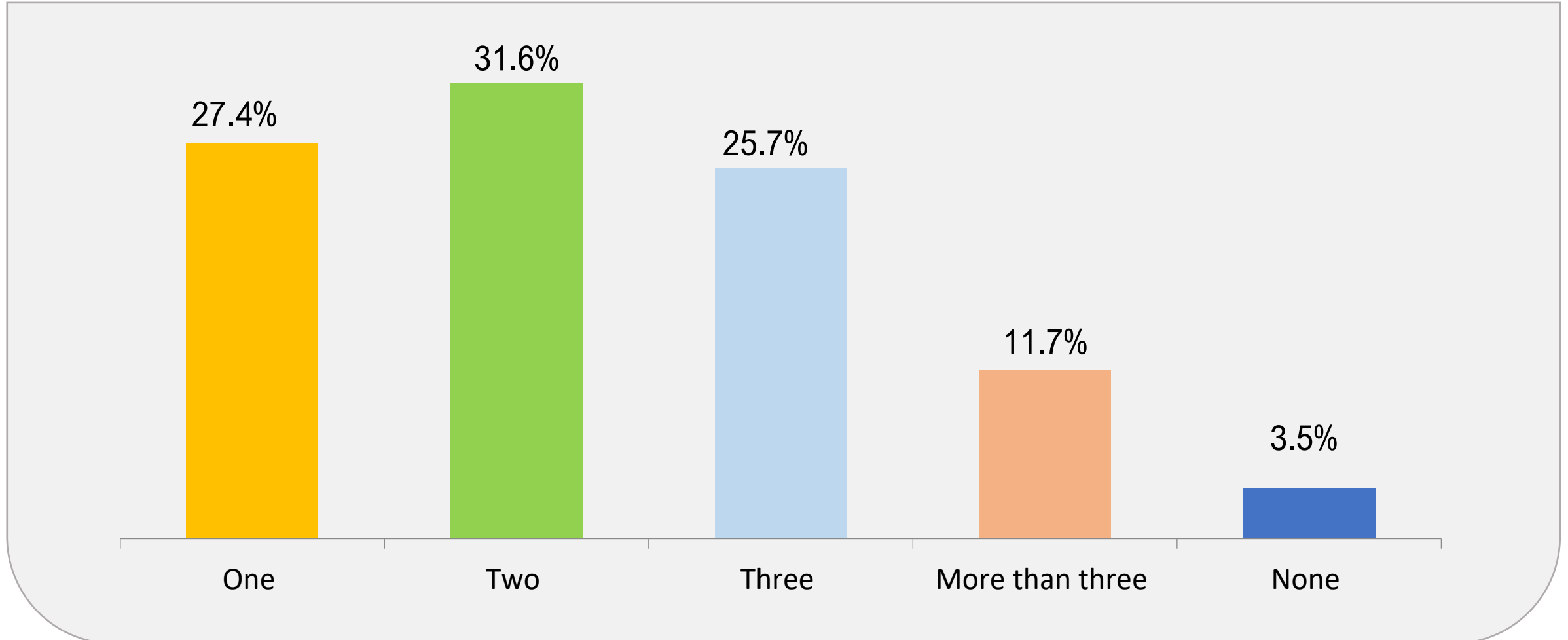
- ECPS - 452 RESPONDENTS
- LABS - 37 RESPONDENTS

# ECP SURVEY

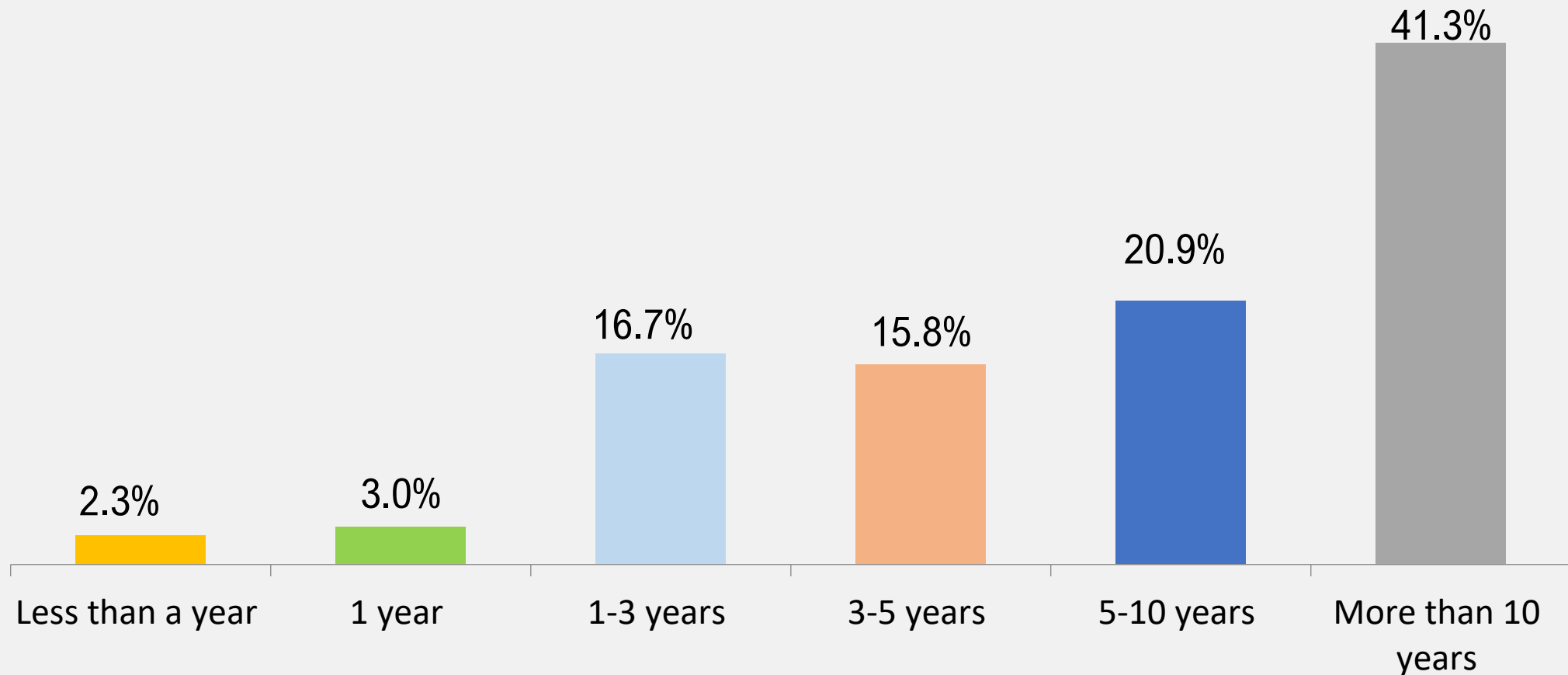
# PROFESSION



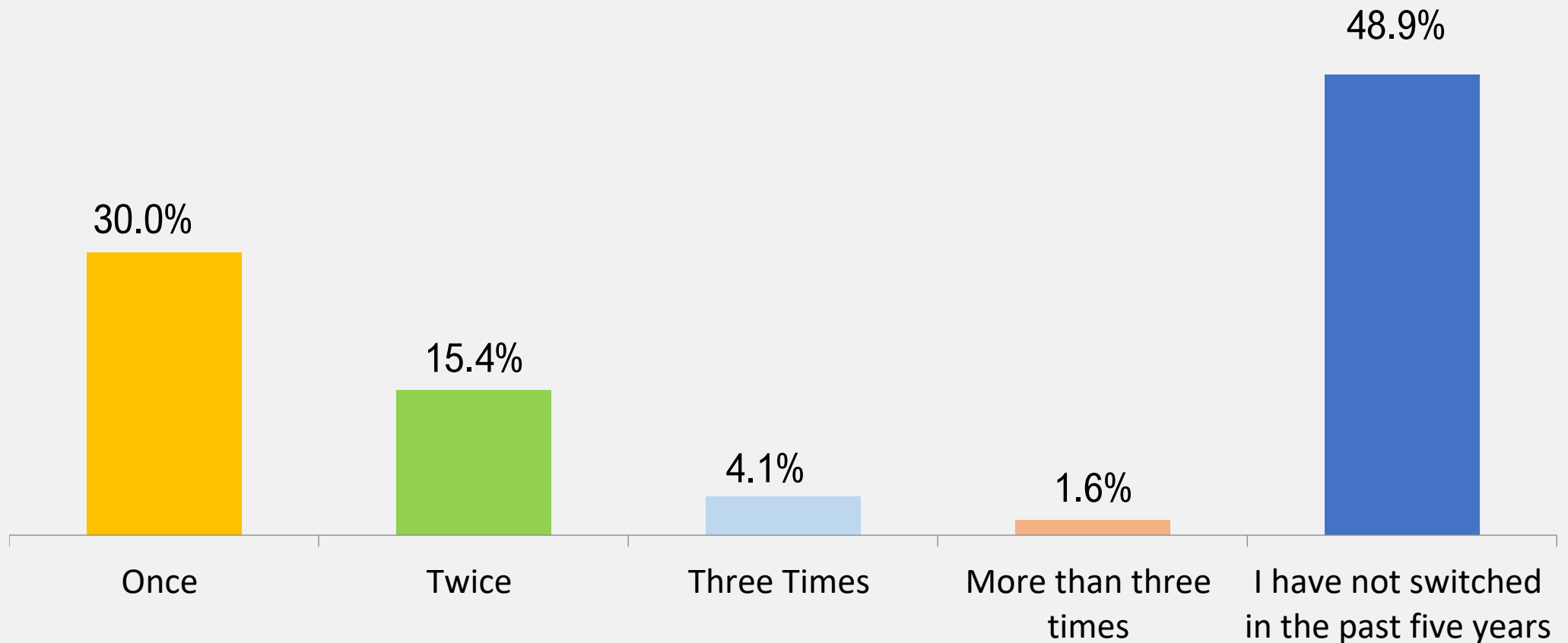
# NUMBER OF LABS WORKED WITH



# NUMBER OF YEARS WORKING WITH PRIMARY LAB



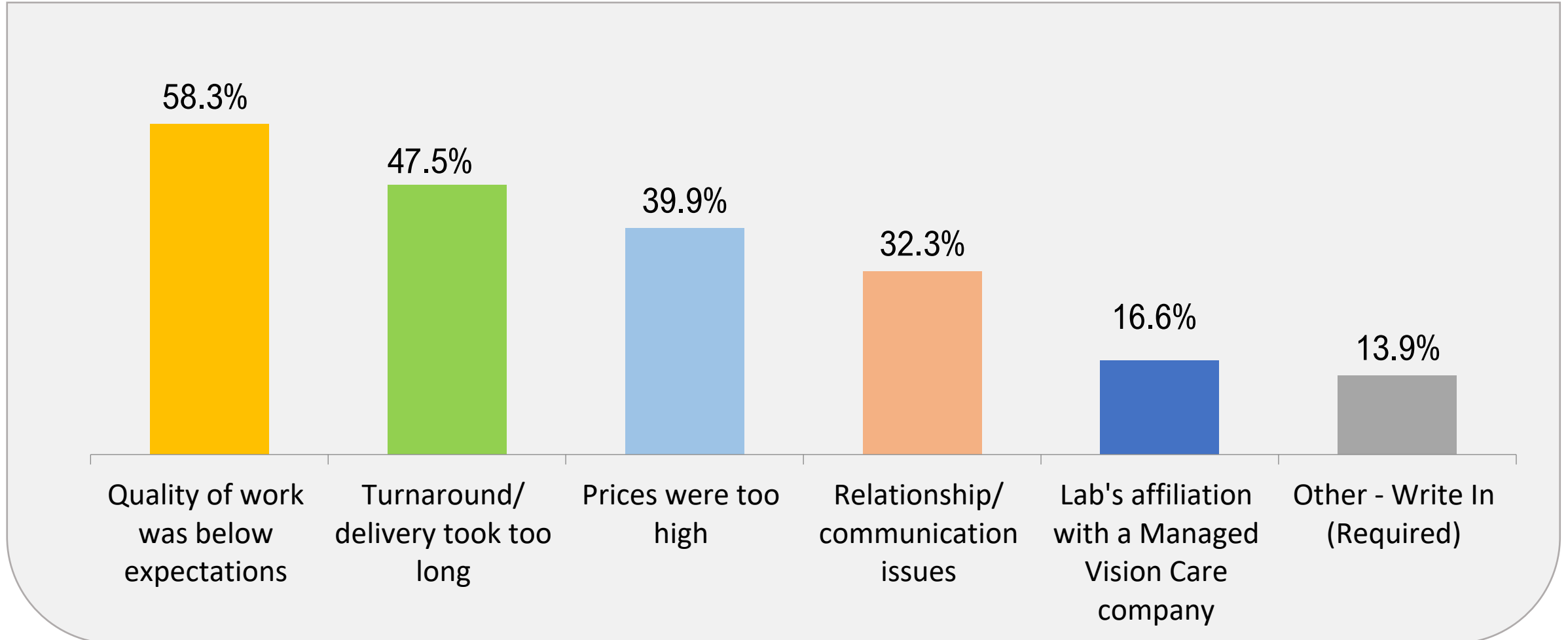
# NUMBER OF TIMES PRACTICE HAS SWITCHED OPTICAL LABS



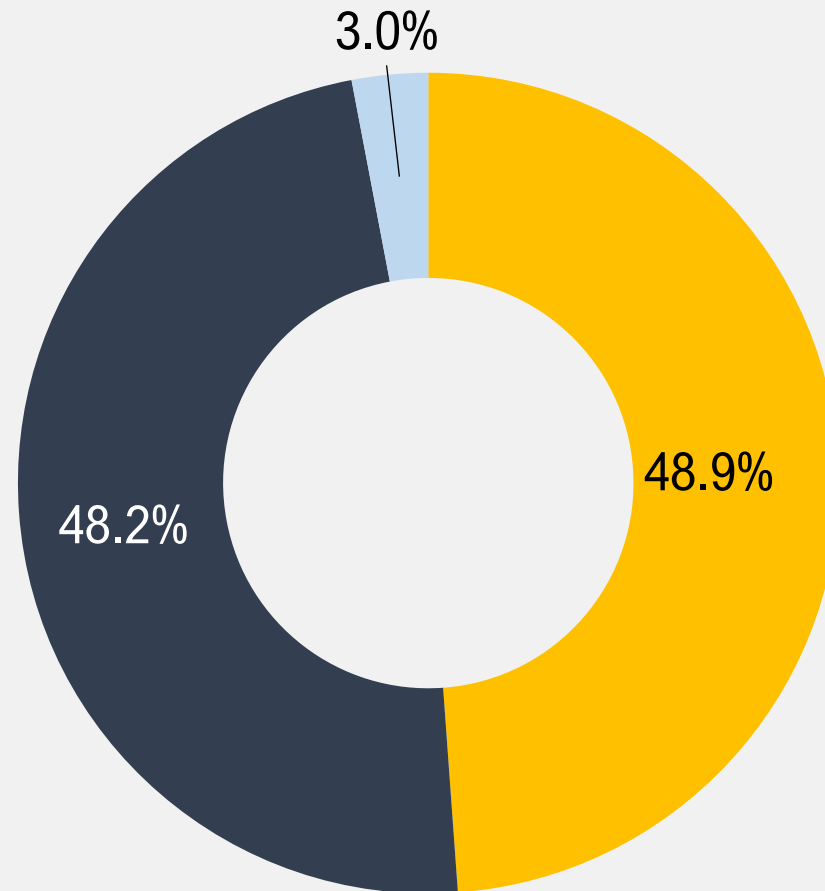


# IF SWITCHED, WHAT WAS THE REASON

(CHECK ALL THAT APPLY)

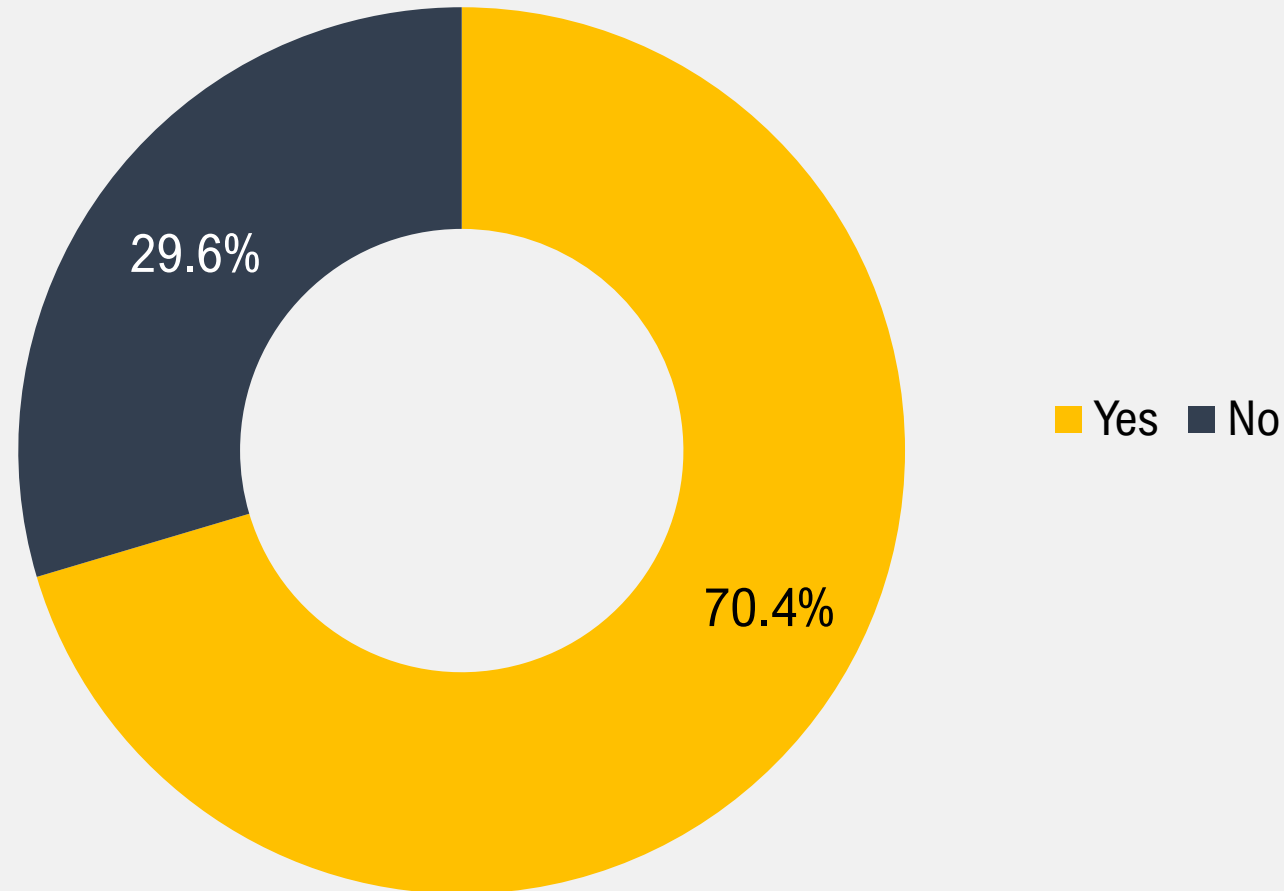


# IF YOU ARE UNHAPPY WITH LAB SERVICE, YOU WOULD:



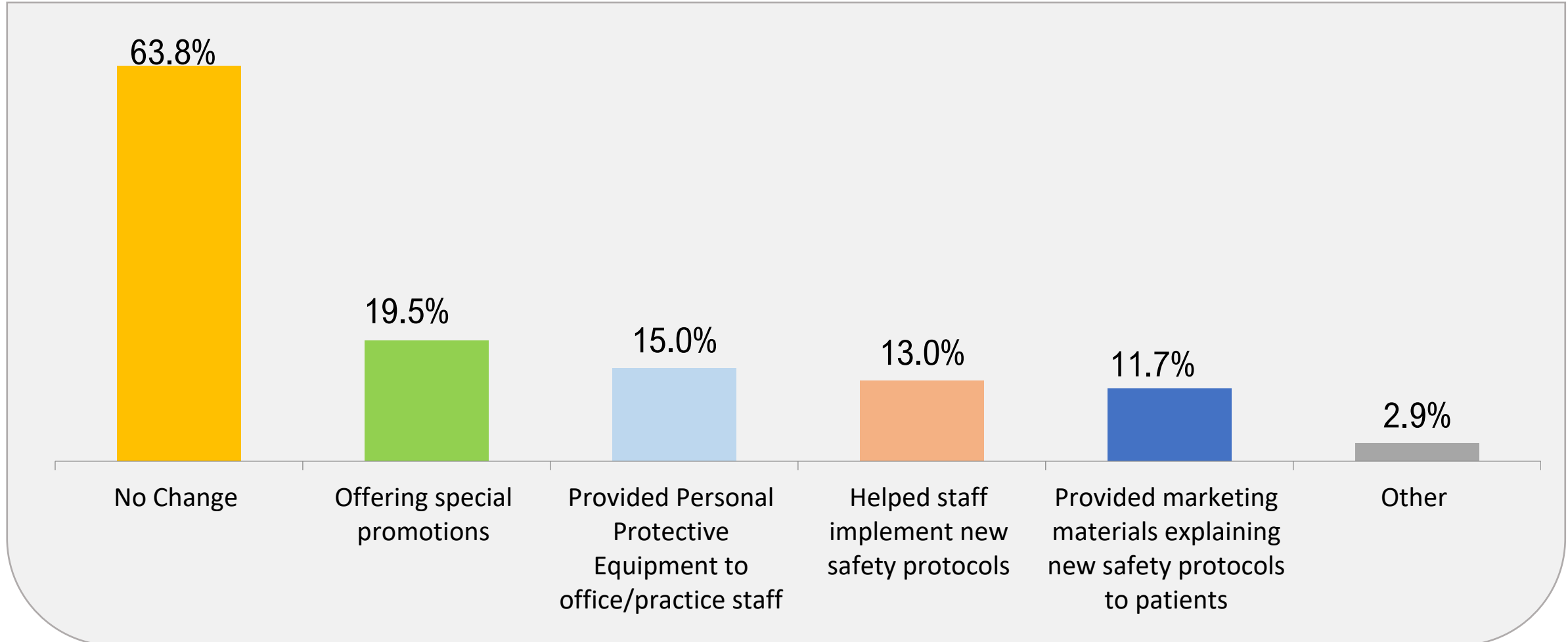
- Express my feelings to the lab and switch if there is no resolution
- Try to iron it out; maintaining the relationship is important
- Say nothing and switch labs

# WAS YOUR OFFICE/PRACTICE CLOSED DUE TO THE PANDEMIC?



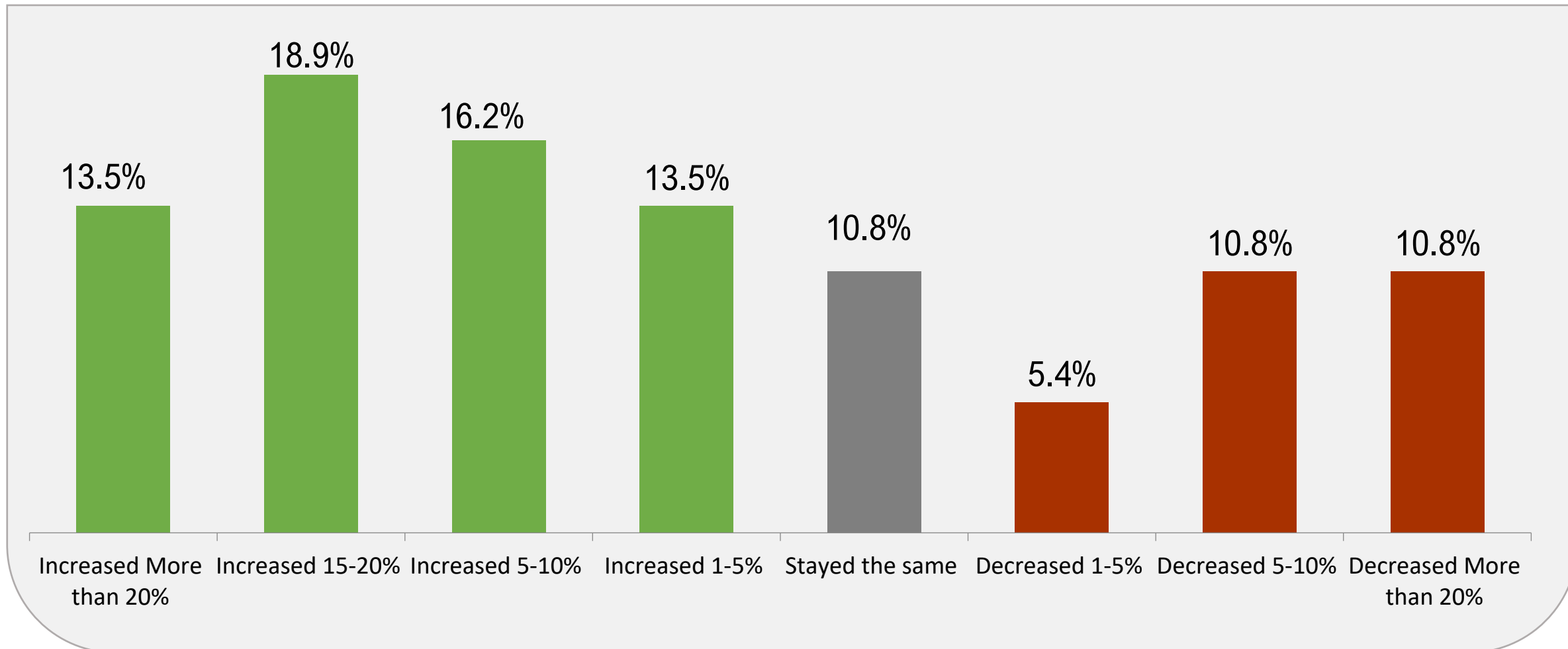
# WHAT HAS YOUR LAB DONE TO ASSIST YOUR PRACTICE IN REOPENING?

(CHECK ALL THAT APPLY)

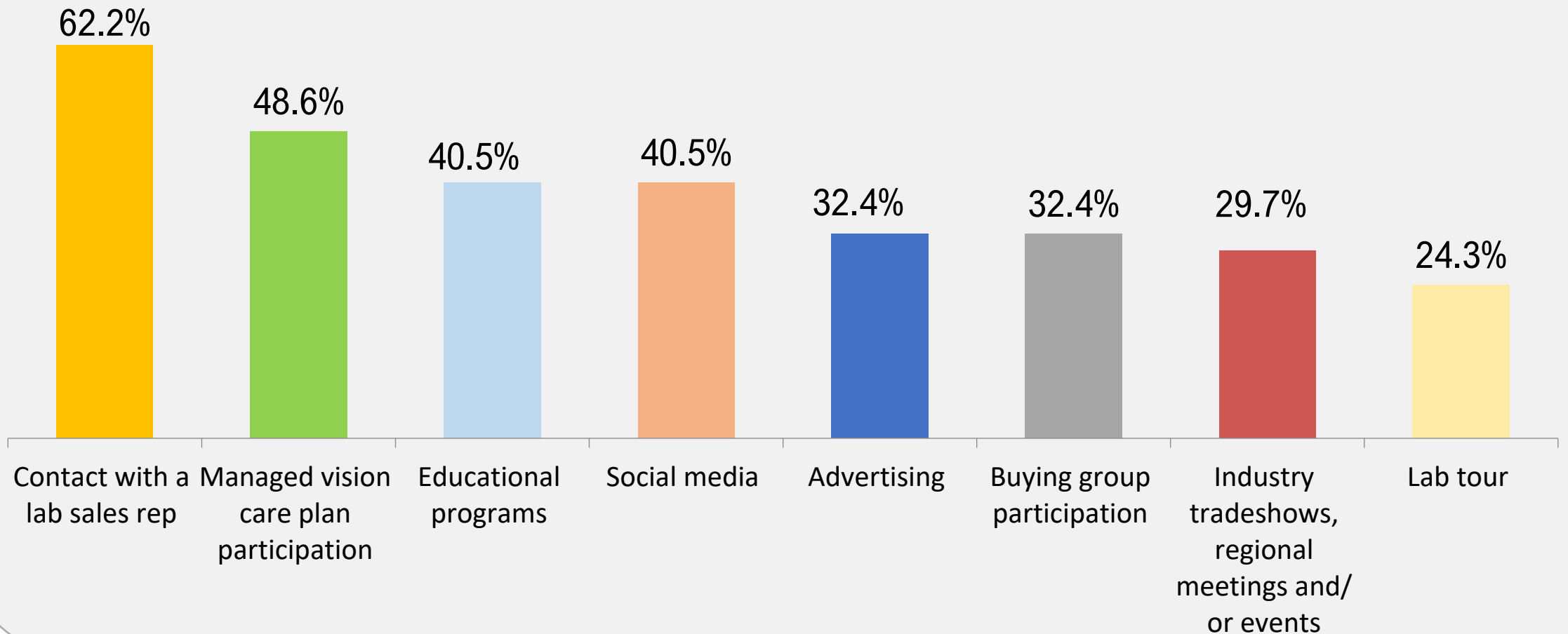


# LAB SURVEY

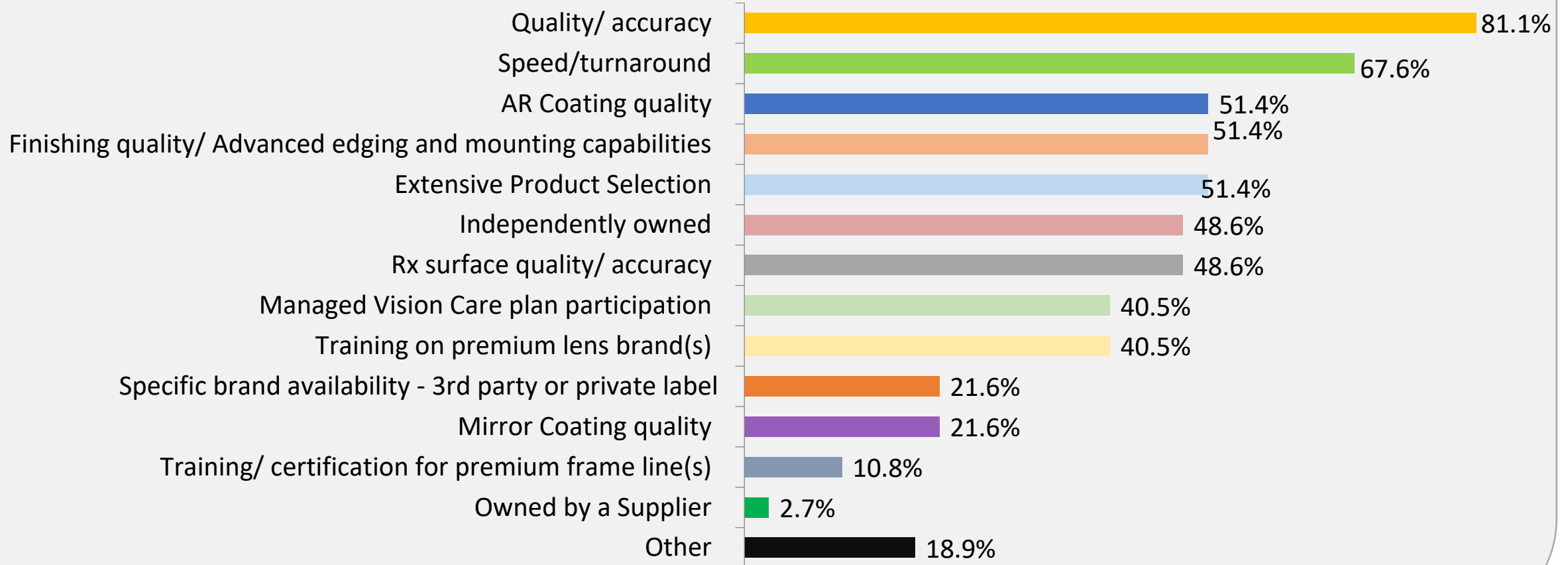
# CUSTOMER BASE INCREASE OR DECREASE OVER THE PAST 12 MONTHS



# WHAT ARE THE MAIN METHOD(S) YOUR LAB USES TO ATTRACT NEW CUSTOMERS? (CHECK ALL THAT APPLY)



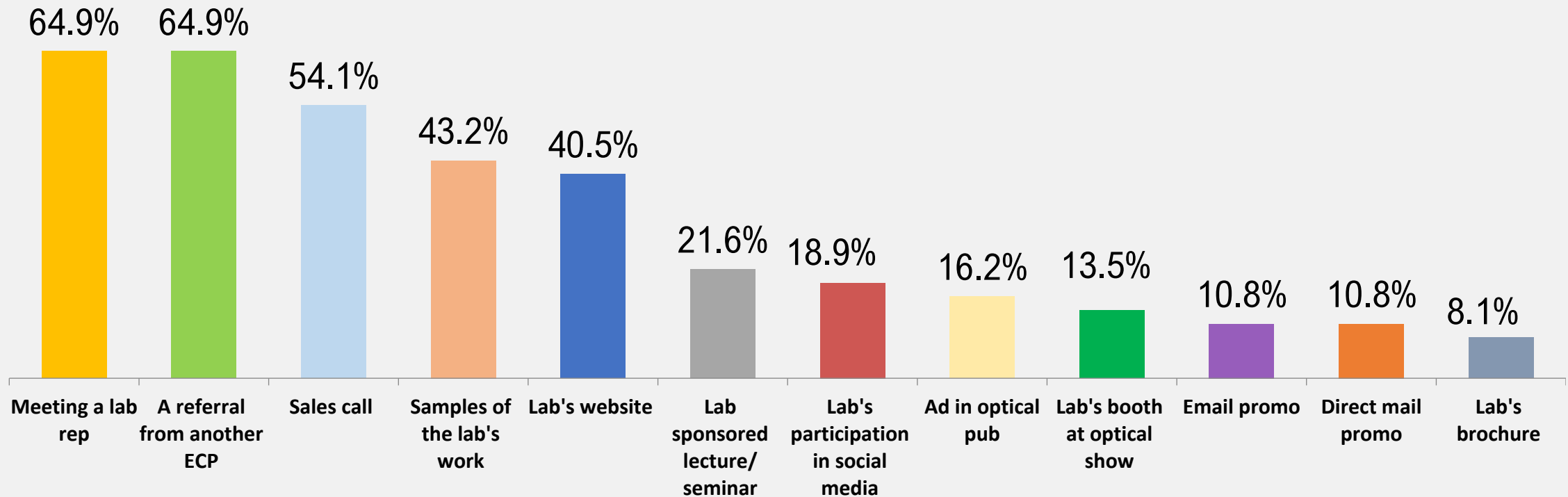
# WHEN PROMOTING YOUR LAB TO A POTENTIAL NEW CUSTOMER, WHICH QUALITIES DO YOU TOUT? (CHECK ALL THAT APPLY)



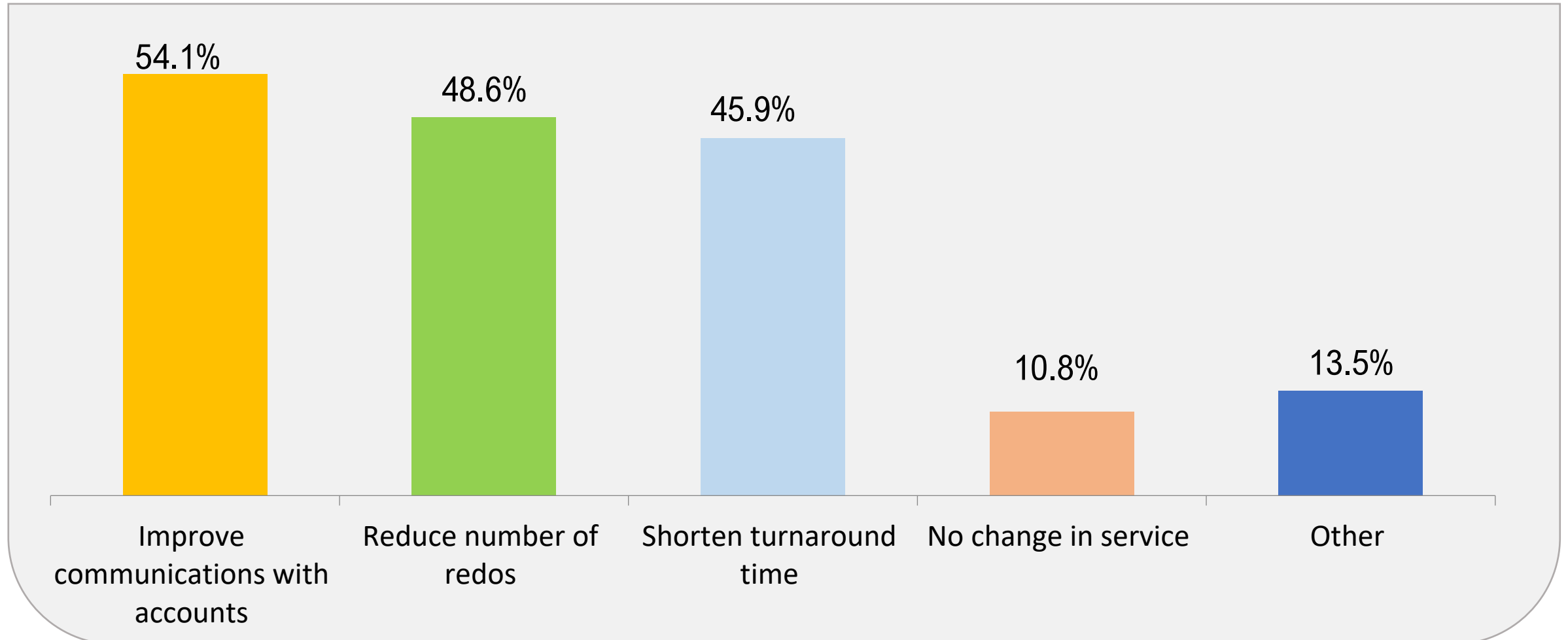


# WHAT DO YOU THINK ARE THE MOST INFLUENCIAL FACTORS CUSTOMERS CONSIDER WHEN CHOOSING AN OPTICAL LAB?

(CHECK ALL THAT APPLY)

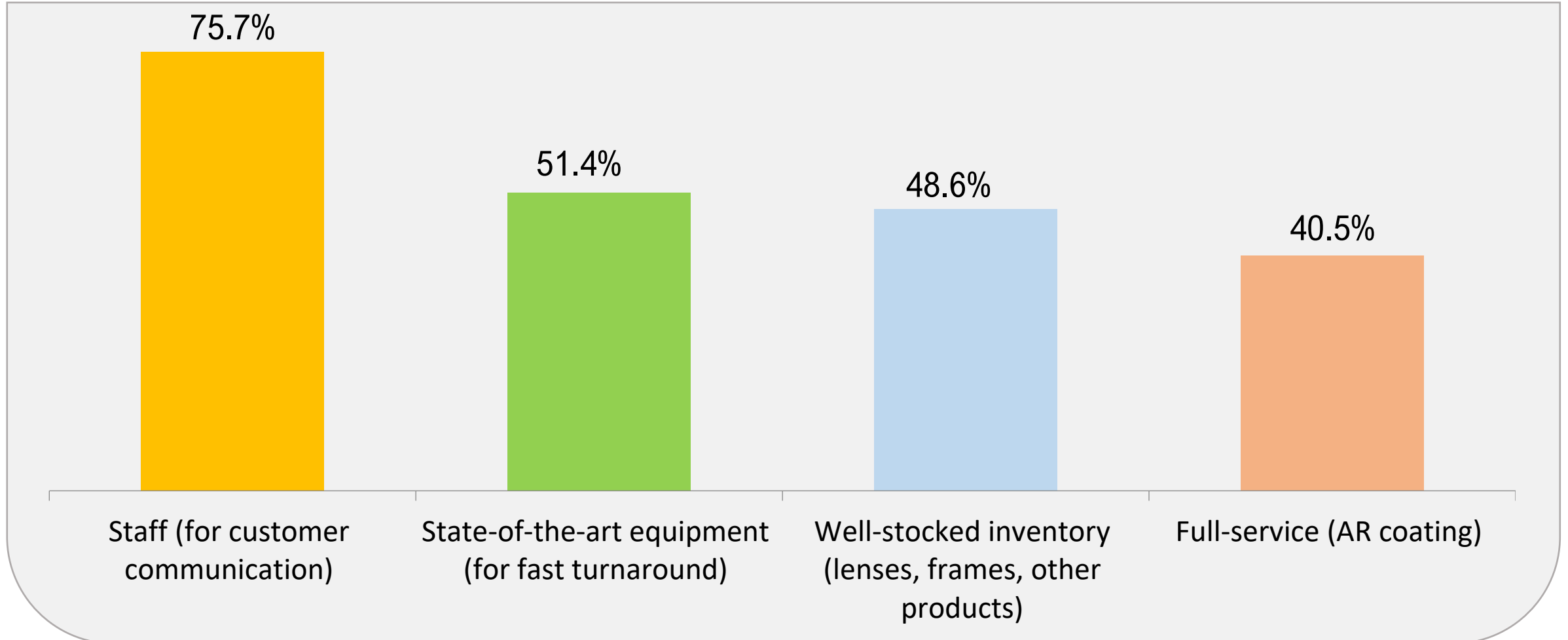


# WHAT HAS YOUR LAB DONE IN THE PAST 12 MONTHS TO IMPROVE SERVICE? (CHECK ALL THAT APPLY)

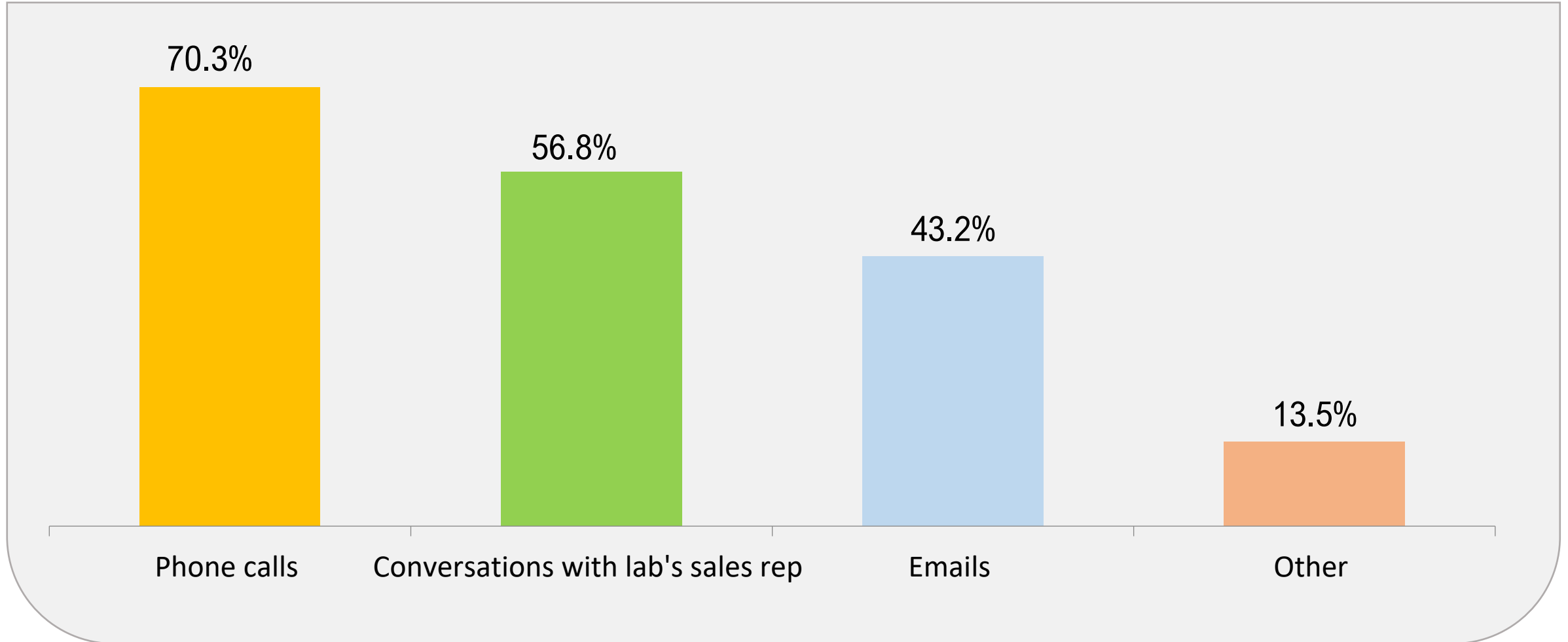


# WHAT ASPECT(S) OF YOUR LAB ARE MOST IMPORTANT TO PROVIDING OUTSTANDING CUSTOMER SERVICE?

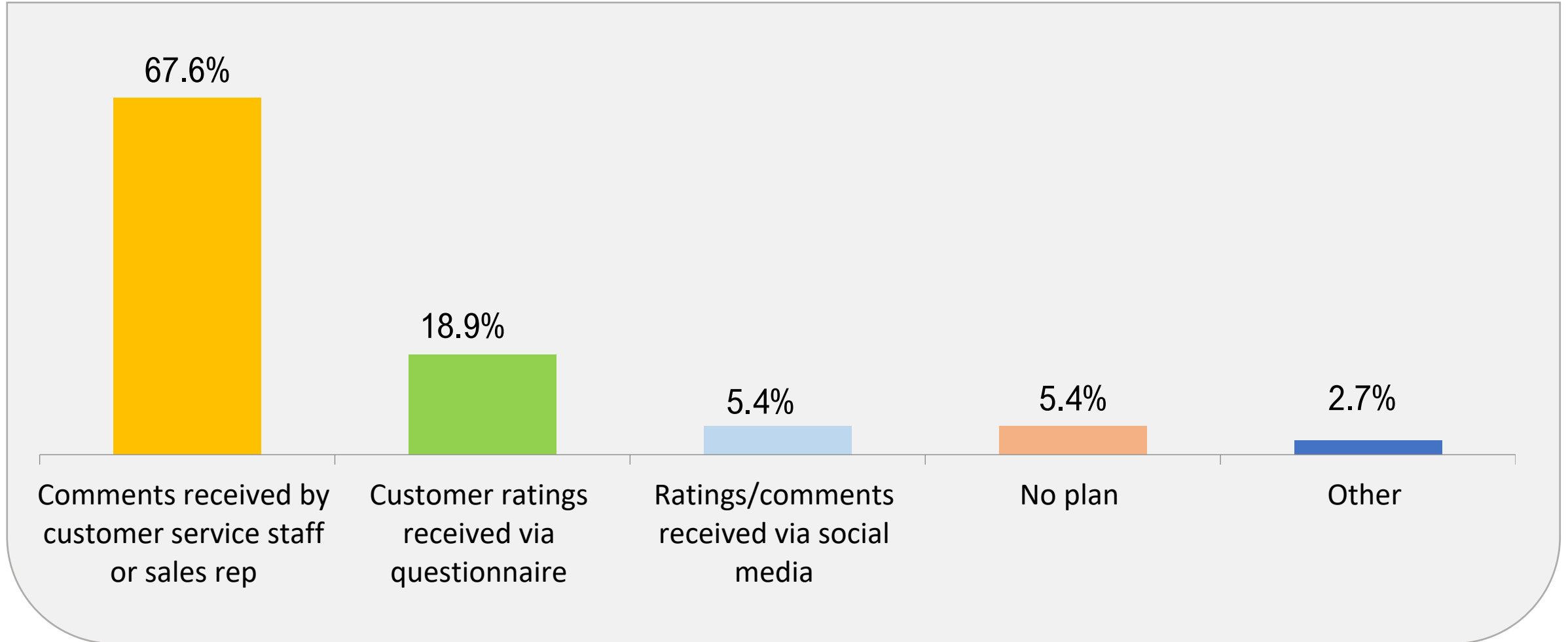
(CHECK ALL THAT APPLY)



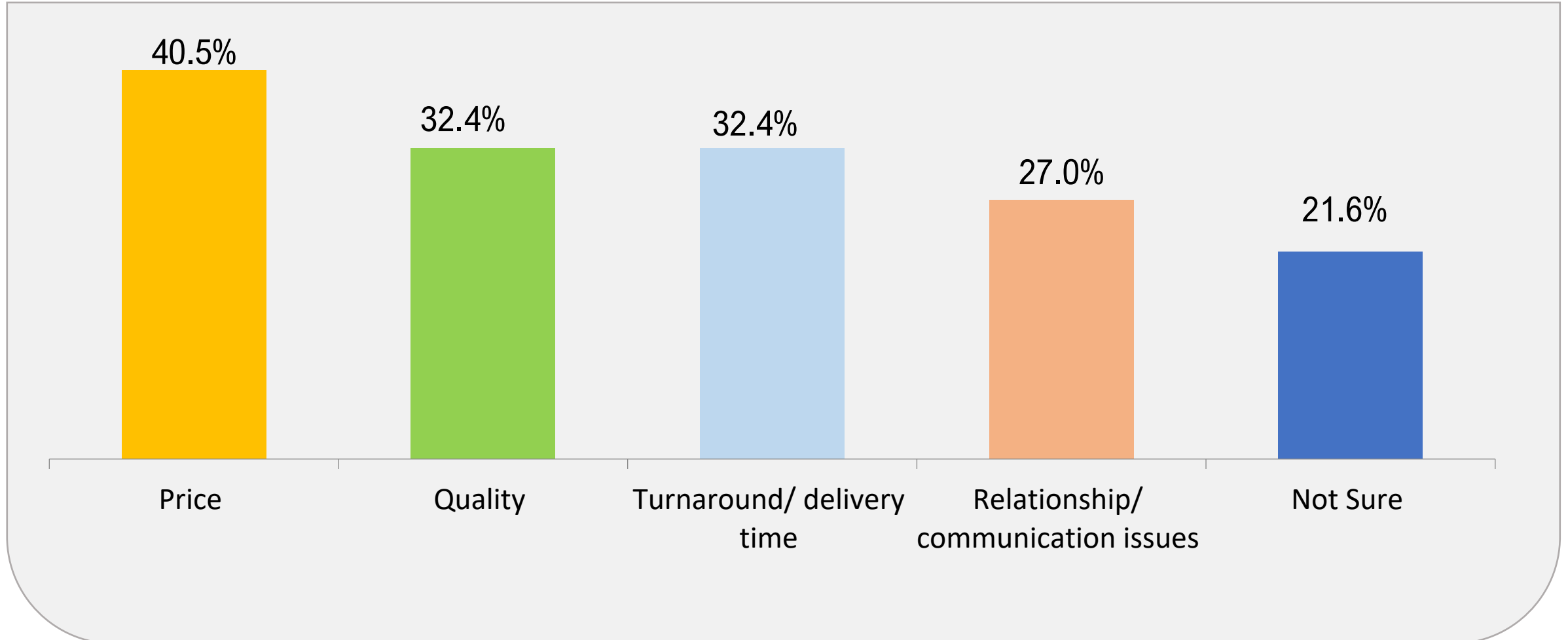
# HOW DO YOU GET CUSTOMER FEEDBACK ABOUT YOUR LAB'S SERVICE? (CHECK ALL THAT APPLY)



# WHAT IS THE PROCESS FOR INCORPORATING CUSTOMER FEEDBACK INTO AN ACTION PLAN TO ADDRESS SERVICE ISSUES? (CHECKED ALL THAT APPLY)



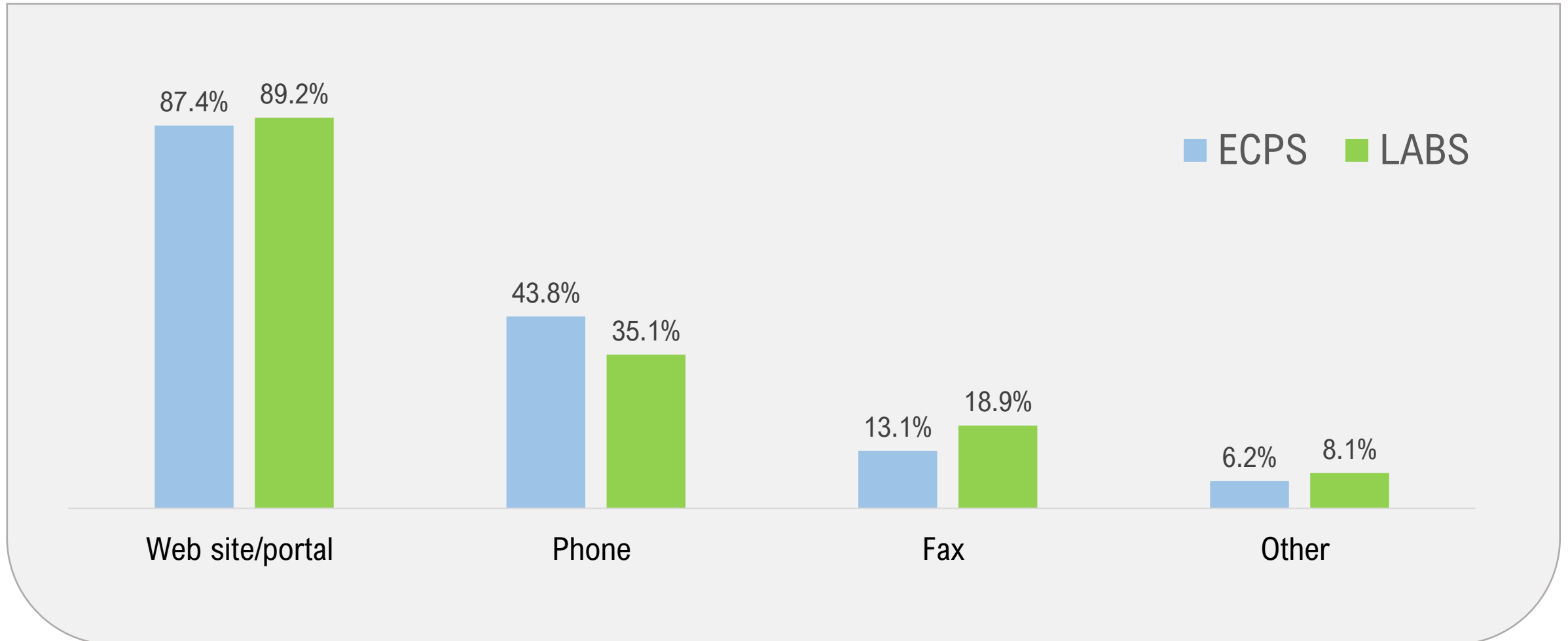
# WHEN CUSTOMERS INFORM YOU OF THEIR DECISION TO CHANGE LABS, WHAT IS THE NUMBER ONE REASON THEY PROVIDE? (CHECKED ALL THAT APPLY)



# ECP & LAB SURVEY

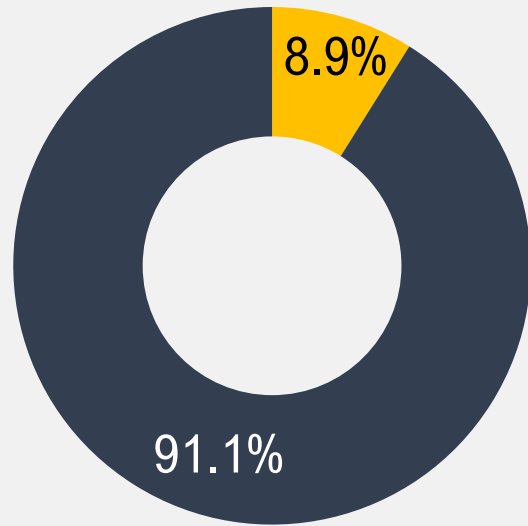
# MAIN WAY TO ORDER FROM LABS

(CHECKED ALL THAT APPLY)



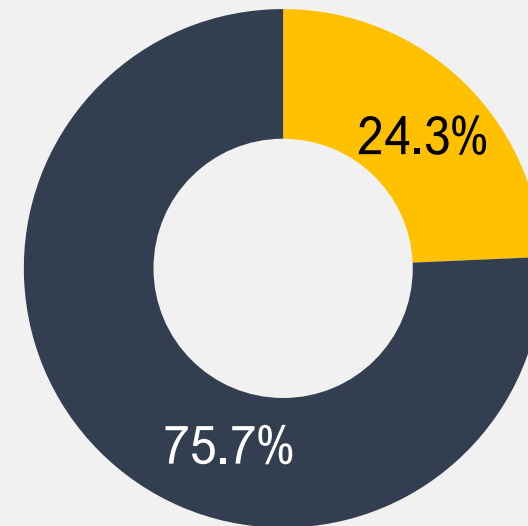


# COMMUNICATE WITH LAB OVER SOCIAL MEDIA



**ECP**

■ Yes  
■ No



**LABS**

# MOST IMPORTANT FACTORS IN SELECTING A LAB

(Rank 5 – Very Important, Rank 1 – Not Important)

Averages Charted



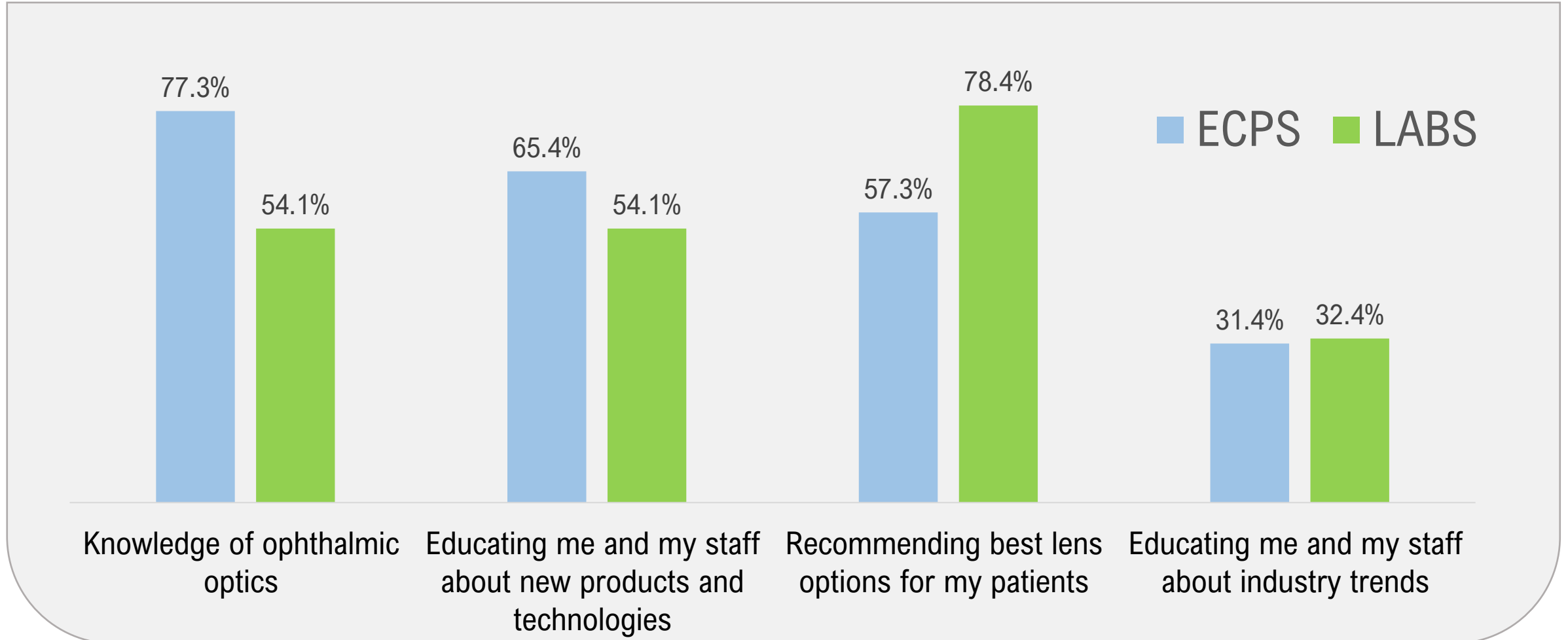
# MOST IMPORTANT FACTORS THAT CONSUMERS CONSIDER IN SELECTING A LAB

(Rank 5 – Very Important, Rank 1 – Not Important)

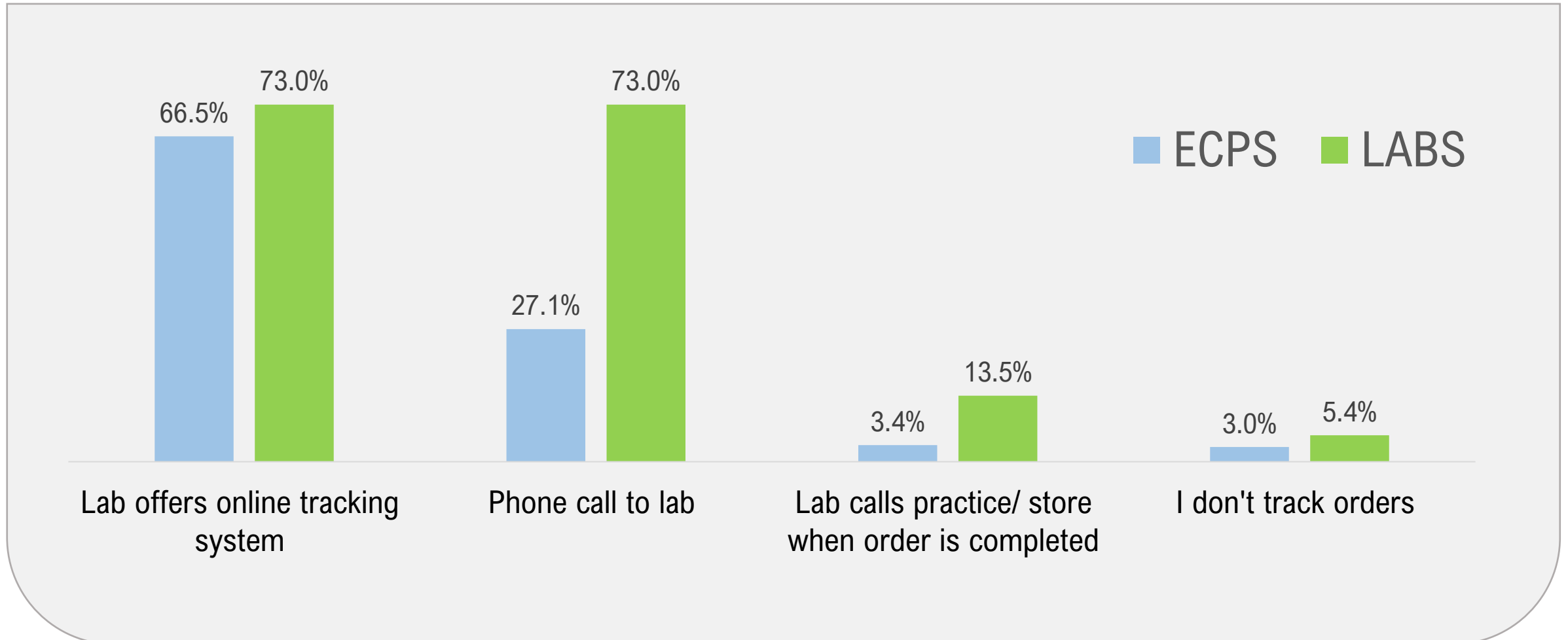
Averages Charted



# AREAS STAFF ADVICE IS VALUED



# LAB ORDER TRACKING METHODS



# HOW SERVICE DEMANDS FOR LABS CHANGED DURING THE COVID-19 PANDEMIC

