

NIDEK CUSTOMER SUPPORT MOVES UP A GEAR

Sony, IBM, Hewlett Packard, The Ministry of Defence, NHS and now Nidek:
What do they have in common?

To provide the very best customer service and after sales care is the commitment that they have made, through a co-management scheme which will see Nidek users in the UK enjoying an unrivalled level of support.

Birmingham Optical Group's desire to provide the very best, and fastest, support for Nidek customers has led to the roll out of the coveted national system of support provided by CMS, the national and international service and repair company. The high calibre of the CMS engineers, ISO 9001 quality accreditation and service agreements, ensure a rapid response and high levels of first visit fixes.

The bold step by Birmingham Optical Group to enhance customer care has brought approximately 200 engineers spread throughout the British Isles, with extensive training on Nidek technology.

"We understand completely that any down time for equipment within the practice or laboratory results in lost revenue. Birmingham Optical Group already had one of the largest teams of skilled engineers within the optical sector but we wanted to enhance this still further. Our partnership with CMS means that even our most sophisticated technology can be supported by engineer site attendance as fast as the same day. We can also offer product repair on Saturdays at standard weekly rates," said Neil Townsend, Birmingham Optical Group MD.

CMS' technical knowledge is highly relevant to the ophthalmic industry, through its ongoing contracts with the healthcare and industrial x-ray sectors.

“We took this bold step six months ago and the success of the move is proven. Direct client interaction has been maintained with all service calls continuing to come into our Birmingham Optical Group’s customer service desk for technical support and fault diagnosis. If engineer site attendance is required we then allocate the most relevant engineer for the speediest solution to the issue,” he added.

All CMS engineers have completed NVQ Level 3 qualifications on electrical and electronic servicing, with many also holding City and Guilds; ONC; HNC; HND and degrees in electrical engineering and IT disciplines.

To find out more call Birmingham Optical Group Customer Support desk:
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