

LISA FIELD APPOINTED OPERATIONS MANAGER FOR NIDEK

Birmingham Optical's commitment to after sales care and customer support is enhanced with the appointment of Lisa Field as Operations Manager, with responsibility for overseeing servicing and client care for Nidek technology.

With twelve years' experience within the company, mostly in customer services, Lisa is well placed for the important role. Having started her optical career sixteen years ago in independent practice she understands the demands and need for an efficient response from suppliers.

“Our recent roll-out of the CMS support, which brings immediate access to more than 200 highly trained engineers for our customers, has been fantastic. Response times have increased dramatically with customers mostly seeing an engineer within 24 hours.

“We are the first optical company to have taken this route and are delighted that it has brought such a wide range of highly skilled experience throughout the UK, with the engineers all going through our own Nidek training programme,” she said.



www.nidek.co.uk

Issued for **Birmingham Optical Group**

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2.2.10