



Vivior AG  
Technoparkstrasse 1  
8005 Zürich  
Switzerland

## Vivior survey with optometrist and optician customers

### Introduction

Vivior has conducted a market survey with its optometrist and optician customers to better understand the effect and acceptance of its product, the Vivior Monitor. This white paper presents the results of the survey.

### Survey design

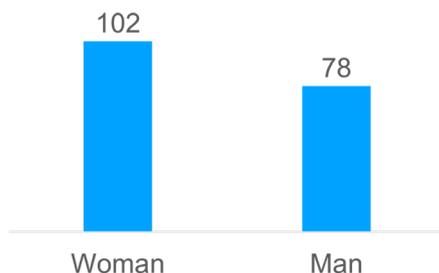
Between December 2021 and January 2022, Vivior's optometrist and optician customers in Germany and Switzerland provided the Vivior Monitor to end-consumers. When the end-consumers returned to the store after using the Monitor, they were asked about their satisfaction with Vivior. Additionally, optometrists and opticians filled out some information about the end-consumer profiles and the goal they wanted to reach with them while using the Monitor.

### Survey participants

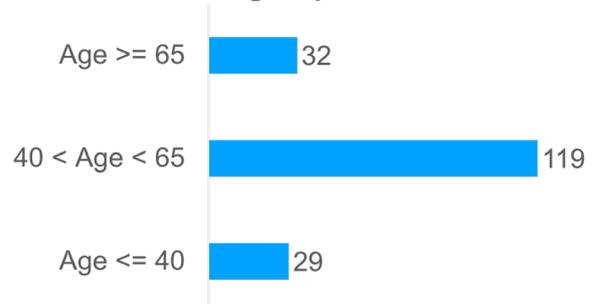
A total of 180 end-consumers participated in the survey.

They were more female end-consumers participating to the survey as 57% of the participants were women and the remaining 43% were men. The age group of the participants was mostly in the 40 to 65 years old bracket, representing 66% of the participants. A similar number of participants was above and below this age group, as 18% of the participants were above 65 years old and 16% were up to 40 years old.

Number of end-consumers per gender

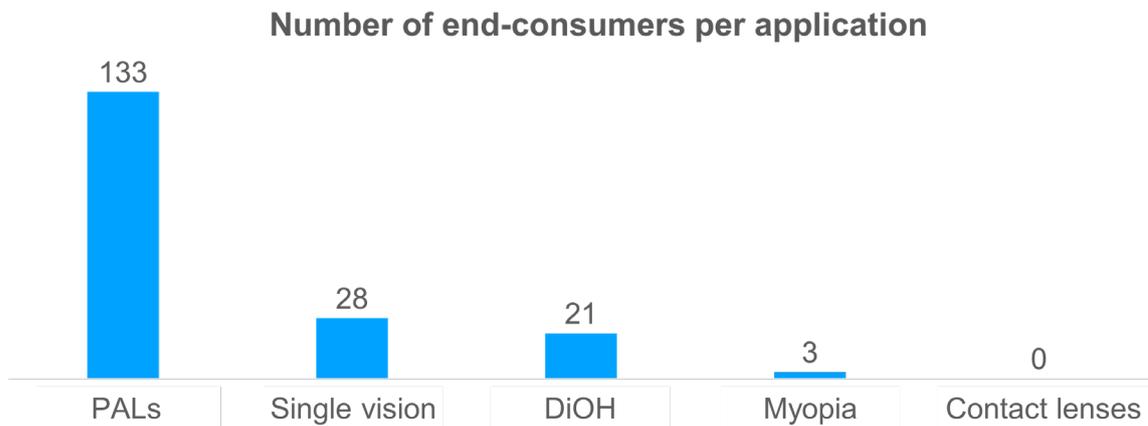


Number of end-consumers per age group



## Results

Optometrists and opticians use the Monitor mostly to sell progressive additional lens (PAL) spectacles to end-consumers. That application represents 74% of the cases of Monitor usage. Selling single vision spectacles comes in second position, representing 15% of the cases followed closely by digital office workplace (DiOH) analysis with 13%.

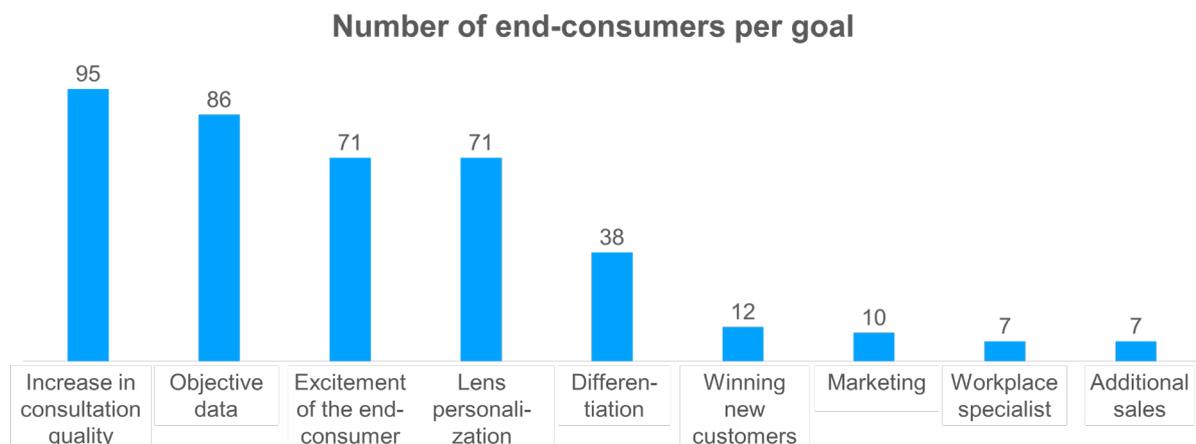


(Note: optometrists and opticians could select all options that applied for each end-consumer).

For optometrists and opticians, the main objectives for using Monitor are:

- Increase in consultation quality
- Availability of objective lifestyle data
- Excitement of the customer about the innovative technology
- Enabling personalization of spectacle lenses

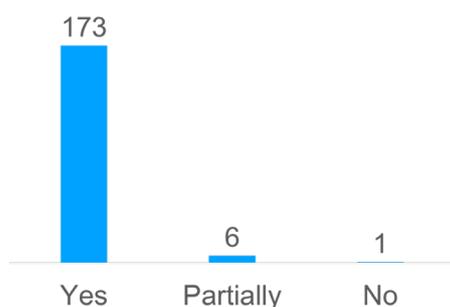
These four objectives stand out significantly from the other ones suggested to optometrists and opticians. It is also interesting to notice that in 40% of cases, optometrists and opticians want to use the Monitor to sell personalized spectacle lenses.



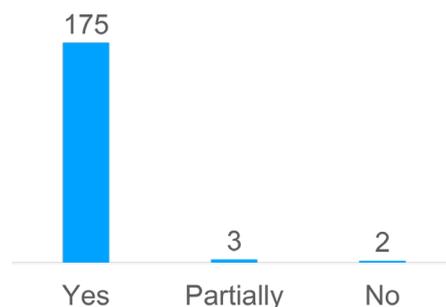
(Note: optometrists and opticians could select all options that applied for each end-consumer).

The results of using the Vivior Monitor have been outstanding, not only for optometrists and opticians but also for end-consumers. Indeed in 96% of cases of Monitor usage, optometrists and opticians reached their goals. And 97% of all end-consumers were satisfied with Vivior. This shows also that there is a very high acceptance of the Monitor by all genders and in all age groups.

**Was the goal reached?**



**Are end-consumers happy?**



The cases where the satisfaction level was low were due to administrative issues or the difficult attachment of the Vivior monitor to very light and thin spectacle frames

Some interesting quotes from Vivior's optometrist and optician customers were collected during the survey, such as:

- *"Our customer works in the office with multiple screens. Vivior helped us understand the situation and select the optimal spectacle lenses".* (Jenny Brecht from Augenoptik & Sehwelten, Waghäusel, Germany)
- *"More light please! Thanks to Vivior, we optimize the lighting conditions at the digital workplace and thus ensure the wellbeing of our customers which is highly appreciated!"* (Jeanette Unthan from Optithek, Essen, Germany)

## Conclusion

This market survey conducted by Vivior with its optometrist and optician customers showed a tremendous acceptance of the Monitor among end-consumers of all genders and age groups. Optometrists and opticians use the Monitor mostly to sell PAL spectacles, leveraging the power of the technology and objective data provided by the Monitor to better advise and engage end-consumers. They feel confident using the Monitor and achieve their goals. Particularly, in 40% of cases, optometrists and opticians want to use the Monitor to provide the best personalized spectacle lenses to end-consumers.