

GlassesUSA Receives Medal from BizRate for Selling Eyeglasses

GlassesUSA recently received a gold medal from BizRate for outstanding customer service and phenomenal products.

BROOKLYN, N.Y., March 10 (SEND2PRESS NEWSWIRE) – As the American economy rebuilds itself, consumers are more frugal with their money. They are hitting the internet to look for deals and also to find customer-to-customer ratings of various stores including e-commerce sites. GlassesUSA.com, an e-commerce optical store now based in Brooklyn, New York, is the latest company to receive BizRate's customer certified medal rating.

BizRate®, operated by Shopzilla, attracts over 18 million unique visitors who give customer feedback to millions of products and stores. Shopzilla, operating since 1996, is a leading consumer comparison site on the internet making online shopping easier for customers and more competitive for companies.

Positive customer feedbacks and testimonials have been known to drive more customers to a business – especially when it is known the company places a high priority on positive customer service. GlassesUSA stresses how great their customer service is and customers have noted their positive experiences. Customer service is a top priority for them and GlassesUSA has stated that they aim to help their customers in any way possible! One customer testified on December 7, 2008 that “...customer service was very responsive and professional.”

Aside from their excellent customer support staff, GlassesUSA has been praised recently for calming the fears of buyers who are purchasing [prescription eyeglasses](#) online for the first time. One customer testimonial on BizRate stated, “I just got my first order, and am ordering more. I was very leery about ordering eyeglasses online, but my fears were needless.” Along with a customer support team trained to answer any and all questions from nervous customers, many consumers turn to the Frequently Asked Questions (FAQ) page for standard answers to general questions.

BizRate's operating company, Shopzilla, allows its members to rate companies and products as customers and consumers against their major competitors on everything from the products themselves as a whole to intricate details on the product. Customers can also rate shipping prices and options, product prices and availability, as well as the value of the products in terms of standards and quality. The websites of various vendors can also be reviewed and rated. Another new customer reviewed GlassesUSA on BizRate as “I will order from this company again. I was nervous about ordering eyeglasses online but the product was high quality!”

Website designs differ from one site to the next but GlassesUSA has a unique one-page ordering system. Customers do not have to travel to a different web

page to order the pair of eyeglasses they want to purchase. The step-by-step process starts with information on the product itself, and then asks the customer for what purpose they will be using their eyeglasses. The one-page system allows the customer to add on different coatings, pick the type of lens they want, and input their prescription online, via fax, or by email before adding the item to their cart. The unique system makes reviewing and purchasing their product easier for the customer. "I like the way the site is set up. It is easy to navigate, good prices, and they seem to be like a good business...," as one customer noted. Navigation around the GlassesUSA website is easier than most optical web stores.

While GlassesUSA prides itself on excellent service, their prices are competitive with other e-commerce optical stores but their quality cannot be matched. Customers have noted "I love that they are inexpensive and affordable which I bought two pairs for safe keeping. I will shop with them again. Thanks GlassesUSA!" and "Love the variety and prices of the glasses. I will recommend this site to my family and friends."

High-quality eyeglasses and excellent customer support are top priorities for GlassesUSA and the BizRate customer certification medal prove that customers are paying attention.

More information: www.glassesusa.com.

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News issued by: GlassesUSA



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Original Story ID: (4789) :: 2009-03-0310-006

Original Keywords: GlassesUSA, Glasses, Eyeglasses Online, order, BizRate, vision, optical, web store, ecommerce site, on-line, S-OLO GlassesUSA