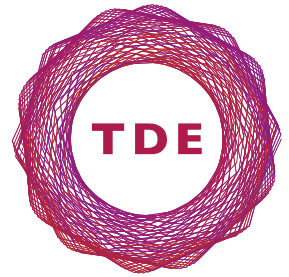


THE DIGITAL EDGE

MARCH 2013



Benefits

- ▶ Better control over member recruitment and sample representation
- ▶ Build relationships with customers and non-customers
- ▶ Optional panel branding

Ideal for...

- ▶ Ongoing research and learning (e.g. tracking surveys)
- ▶ Quantitative and qualitative insights

Panel Creation and Database Management

We have experience creating unique self-sustaining panel sites. Features of these sites include surveys, polling, and online forums.

01 **02**

HOME **CONTACT**

- Home
- Activities
- My Account
- Rewards
- Contact Us

welcome to the Luxottica customer research panel

The **Customer Research Panel** is a portal for our customers to give feedback about our products and customer service and to help shape the future of the eyecare industry to better suit your needs as a consumer.

Who are we? Ever been to an **Optical** or **Optical** store? Then you've been in contact with **Optical**. We are a world leader in the Eyecare and Eyewear industry.

[read more](#)

Why should you join our panel? It will help us co-create new products to suit your needs and lifestyle and improve our overall service to you, the customer.

What do you have to do? Throughout the year, we will post various discussion topics into a forum which we'd like to be involved with and you'll also be invited to take part in online surveys and quick polls. We'll reward you for your time with points for each activity completed, which you can then exchange for gift vouchers from our various stores.

[read more](#)

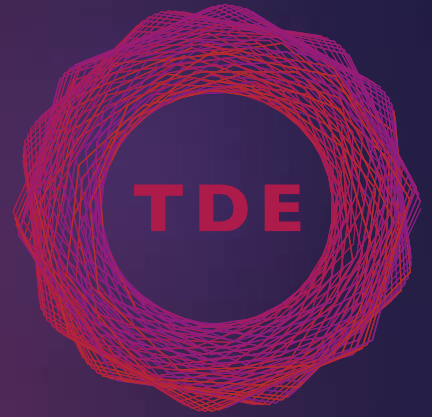
[Terms & Conditions](#) | [Privacy Policy](#)

- **Member login...**
Email address:
Password: (forgotten password?)
- **Not a member? Sign-up...**
First name:
Last name:
Email address:
Password: eg) aBc123
Confirm password:
Date of birth: day month year
Gender: Postcode:
 I agree to the terms and conditions

Why the digital edge?

Integrity: YourOpinion is strictly an exclusive research only panel, no member information is shared with third parties.

Engagement: Our primary focus is our members. Relationship building and implementing programmes to retain members and increase participation are key.



Thank you

THE DIGITAL EDGE

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