

RNIB see health ambassadors in action

The Director and Chair of the Royal Institute for the Blind (RNIB) visited Specsavers in Musselburgh to learn first hand how a new course has improved customer service there.

25 team members of staff at Specsavers have undergone special training to become ambassadors for the eye health charity.

As RNIB Ambassadors, each team member is able to provide an enhanced level of service and support to customers whose vision has become impaired. Together, the aim is to encourage people to attend regular eye examinations in an effort to prevent avoidable sight loss.

Store director, Diana Kelly, said: 'The ambassador programme allows us to provide an enhanced level of support to customers who have experienced sight loss and to help them understand how it affects them day to day.

'We are delighted to join forces with RNIB in our efforts to improve the nation's eye health and prevent avoidable sight loss by simply attending their Opticians for regular eye examinations'.

Sandra Wilson Chair of RNIB said: "It's been fantastic working with Specsavers to develop the course. The Ambassadors have the knowledge to provide customers with support for their eye health issues and refer them to RNIB for more information if

they need it.”

Specsavers developed the training in conjunction with the RNIB and every Specsavers store in the country now has at least one an RNIB ambassador.



Sandra Wilson, Nicole Souter, Diana Kelly and Campbell Chalmers at Specsavers Musselburgh