Customer Touch Points

One Sight Points of Customer Awareness & Engagement

"We believe so much in the glasses we make for you, that we want them back when you are done with them."

Greg Hare

Visioning 2009

- Current
- Future

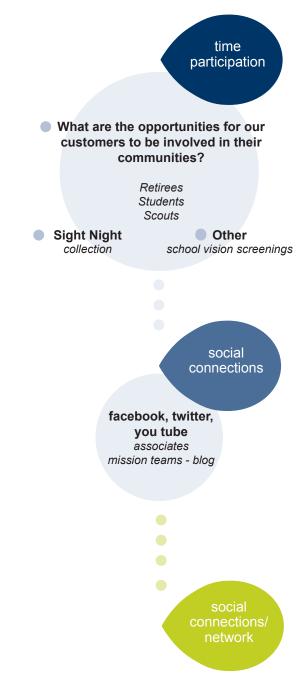


One Sight Week Back to School

Back to School Eye Exam month Prevent Blindness other



new plastic bag, write on info, sticker with Rx can be applied, sorted by Buster, notified that your glasses are on their way.



facebook

customers/ fans? (new name?) invited to join/ view blog of mission that their glasses are on

make connections to other volunteers and causes in your area



One Sight and Luxottica to be green with eyewear?

Promote brands made with recycled content (Revo?)

Promote partners that have green initiatives (Tiffany - use ecco gold, ethical mining practices and, leader in energy conservation)

Can we recycle eyewear that can't be used on missions for the raw materials?