

# SMART SHOPPER

## Operations Guide

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**Smart Shopper** enhances our Patient Journey with an intuitive **Frame Advisor** tool, wide assortment of **optical and sun frames**, and **custom Ray-Ban and Oakley**, right from your tablet and integrated with Ciao! Optical!

This guide will provide an overview of how to engage your patient with Smart Shopper, the transition between Ciao! Optical Customer Order to Smart Shopper, and how to navigate the Smart Shopper app. Look out for “best practice” tips to help you engage your patients with Smart Shopper!

## WHY SMART SHOPPER



**ENDLESS OPTIONS.** A wide assortment of optical and sun frames to choose from, right at your fingertips!

**PATIENT CONFIDENCE.** Smart Shopper’s Frame Advisor tool guides frame selection based on the patients face shape, style preferences, and more!

**PERSONALIZED PAIRS.** Build custom Oakley and Ray-Ban eyewear as unique as your patient.

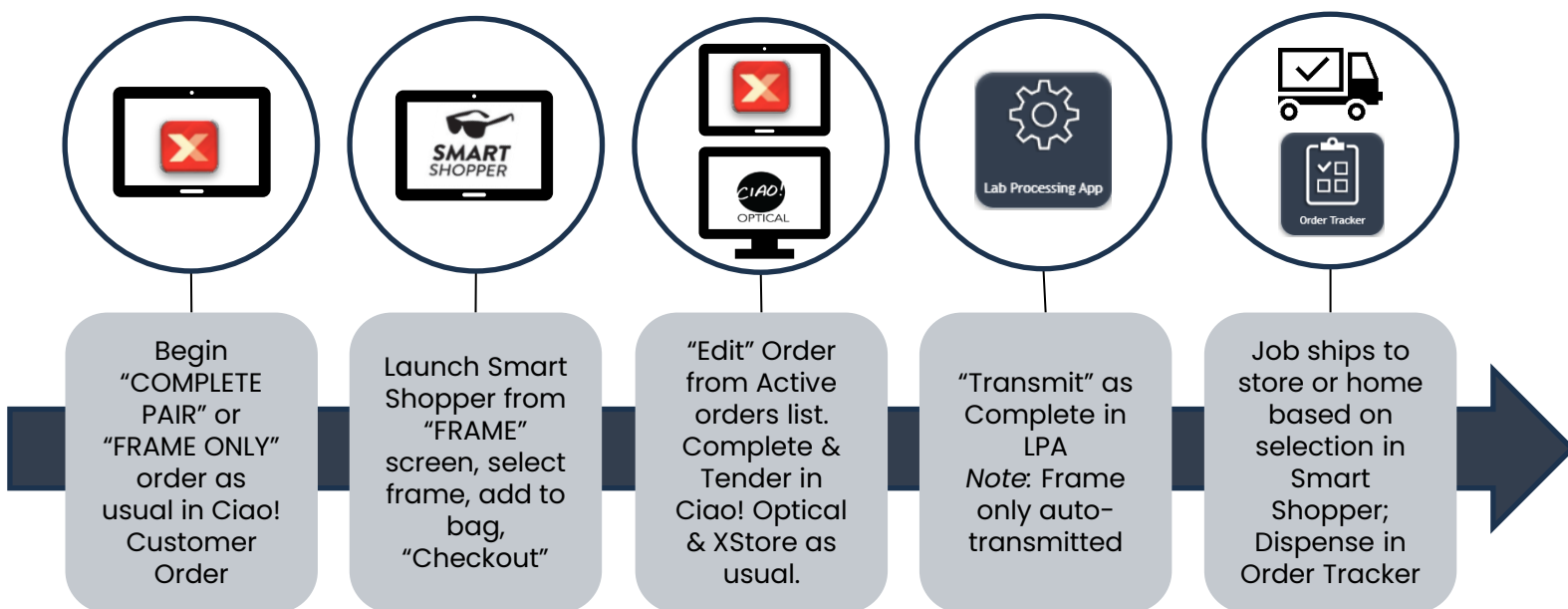
**ENTIRELY INTEGRATED.** Ciao! Optical Customer Order integrates directly with Smart Shopper for a simple transition to add prescription lenses, insurance, and EPP.

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This guide will provide an overview of how to navigate the necessary transition between the Smart Shopper app and Ciao! Customer Order. Following the steps outlined in this guide will guarantee your patient order will process and ship consistently. Note, as of April 2025, this is the only way to special order frames.



## LAUNCHING SMART SHOPPER

To link your patient's profile information (including Rx data) **launch the Smart Shopper app through the link in Customer Order**. This step is critical to seamlessly integrate frame selection with Rx data.



B Brytest LENS CRAFTERS

Frame > Lens > Order Worksheet > Measurements > Order Completion

Item #

Brand

Style #

☐ Unknown Frame

**Smart Shopper**



**DO NOT launch Smart Shopper from the app shortcut on your iPad:**

- Your patient's Rx data will not merge with the frame selection
- You are at risk of duplicating patient profiles.

## Navigating the Main Screen

**Smart Shopper** has lots of great ways to make finding the perfect frame for your patient simple and fun! Learn how to use these different features based on your patients needs and practice navigating Smart Shopper from your tablet.

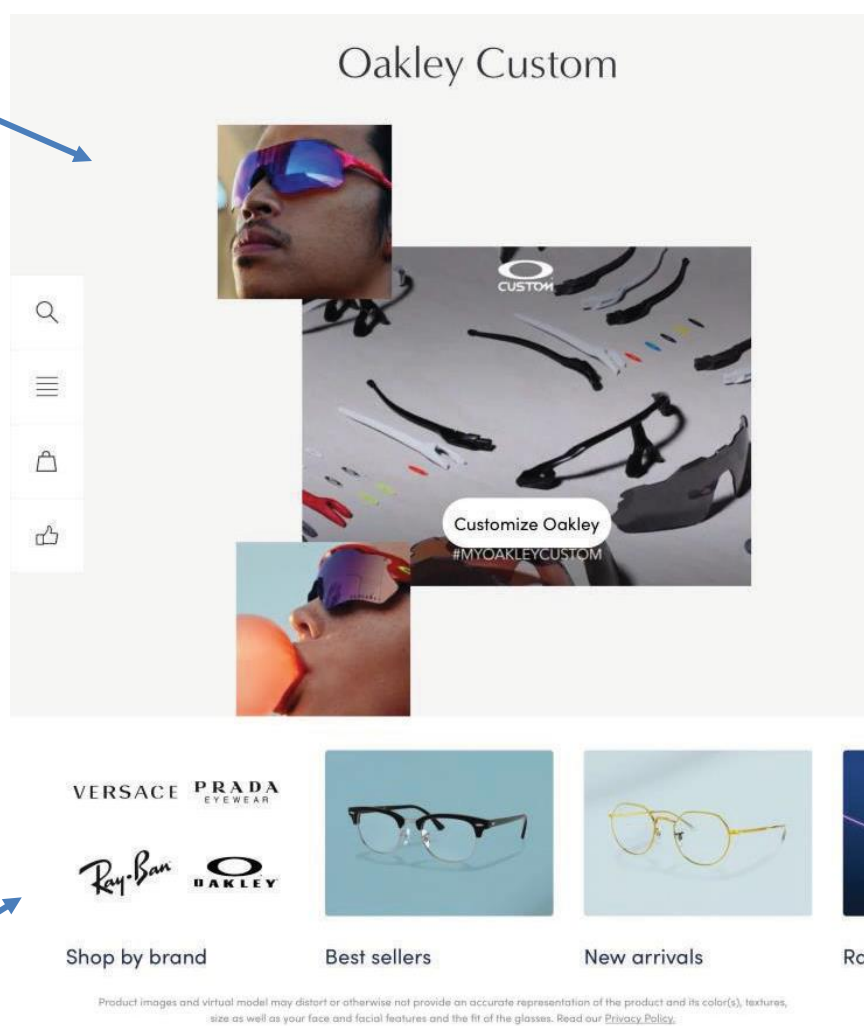
### HOME PAGE

The home screen features a rolling menu that allows you to quickly select what the patient is shopping for – Eyeglasses, Sunglasses, Custom, and Kids.

### SIDE TOOLBAR

The menu on the left side of the Smart Shopper screen allows to quickly navigate to the different features in Smart Shopper.

**Learn more about the different filters on the next page!**



### BOTTOM MENU

Looking for a specific brand, new arrivals, or best sellers? These options are at your fingertips on the bottom of the home screen!



## Select Filters to Narrow Your Search

### SIDE TOOLBAR

1. Search for Frames by Brand, SKU, or Style Number
2. Detailed Menu (read more on this below!)
3. View patient Shopping Bag
4. View patient Styling Tray



### DETAILED MENU

1. Toggle to view frames that are available in your store's assortment
2. Reset Navigation to return to the Smart Shopper Home Page
3. Launch the "Find your perfect frame" tool
4. Scan a frame barcode to view similar styles and see other frame colors available
5. View patient Styling Tray
6. Shop by segment or brand

Available in store



Reset Navigation

Find your perfect frame

Barcode scanner

Styling Tray

Shop by

Eyeglasses

Sunglasses

Brands

### FILTERING

The product pages feature filters to narrow down the frame selection. Select the filter option from the left side menu to view the available filters!

Sort by

Relevance ▾

Filter by (3)

[Clear all](#) ×

0 result for your search

Prescription ▾

Gender (1) ▾

Brands ▾

Category ▾

Frame color ▾

Frame shape ▾

Frame material ▾

Lens color ▾

Lens type ▾

Face shape ▾



## Select Frame, Add to Bag, & Checkout in Smart Shopper

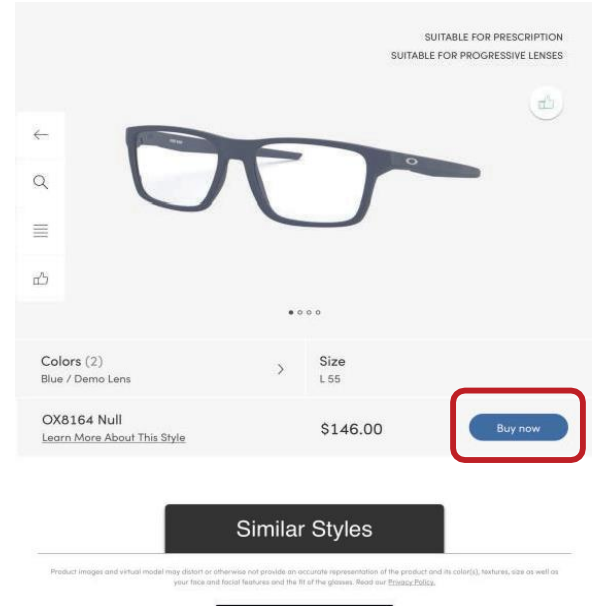
### Frame Selection Features

Tap on any frame within Smart Shopper to view details and frame features such as:

1. If it is suitable for prescription and progressive lenses
2. Frame size and color options

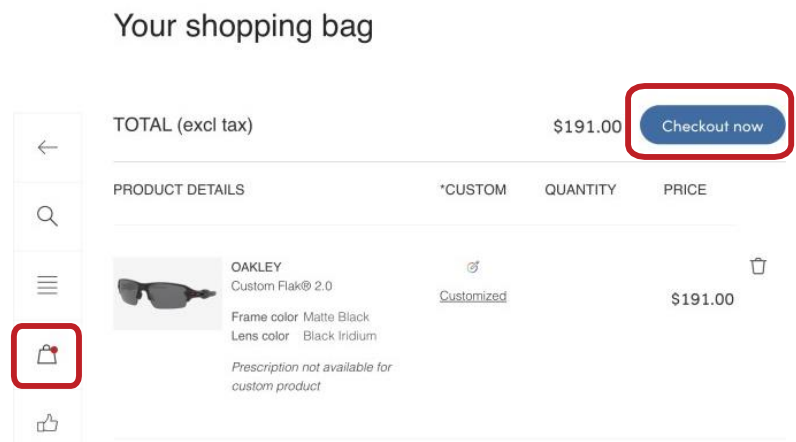
### Key Tips

- Swipe under the frame to see different angles
- Click “similar styles” to view other options your patient may love!



### Customer Bag

1. To add a frame to the patient's shopping bag, simply select “Buy Now”, and choose in the popup if you would like to add prescription.
2. A red notification bubble will appear on the shopping bag on the left side toolbar. Click the shopping bag icon to review your patient's selections with them.
3. If they are ready to purchase, click “Checkout Now”, and follow the steps on the next pages to complete their order.
4. After completing the order in Smart Shopper, you will be automatically directed back to the Active Orders List.





## Complete Order in Ciao! Optical Customer Order

1. Select the Blue Pencil to "Edit" the order from the Active Orders list in Ciao! Optical. The frame from Smart Shopper will now show in the Customer Order Frame Panel.
2. Choose the frame special order reason. **Progressive, Bifocal, or Digital Lenses must have a frame present for measurements to be taken.**

☒ Smart Shopper Frame Available for measurements

☐ No Smart Shopper Frame Available for measurements

Exact frame on-hand as a display or in an alternate color than the patient's order

Frame is *not* in stock and you will use a similar frame or provide manual measurements.

3. Complete the patient lens selection, order worksheet, and measurements.

## Order Completion

A successful Smart Shopper order will display the "Special Processing Type" message indicating the frame will be provided by the Central Lab. Any error messages such as "Frame not available" will require a restyling through Smart Shopper or on-hand stock.

### Special Processing Type

This order requires Outside Processing and has been set to Central Lab provides Frame.

## Take Payment in XStore

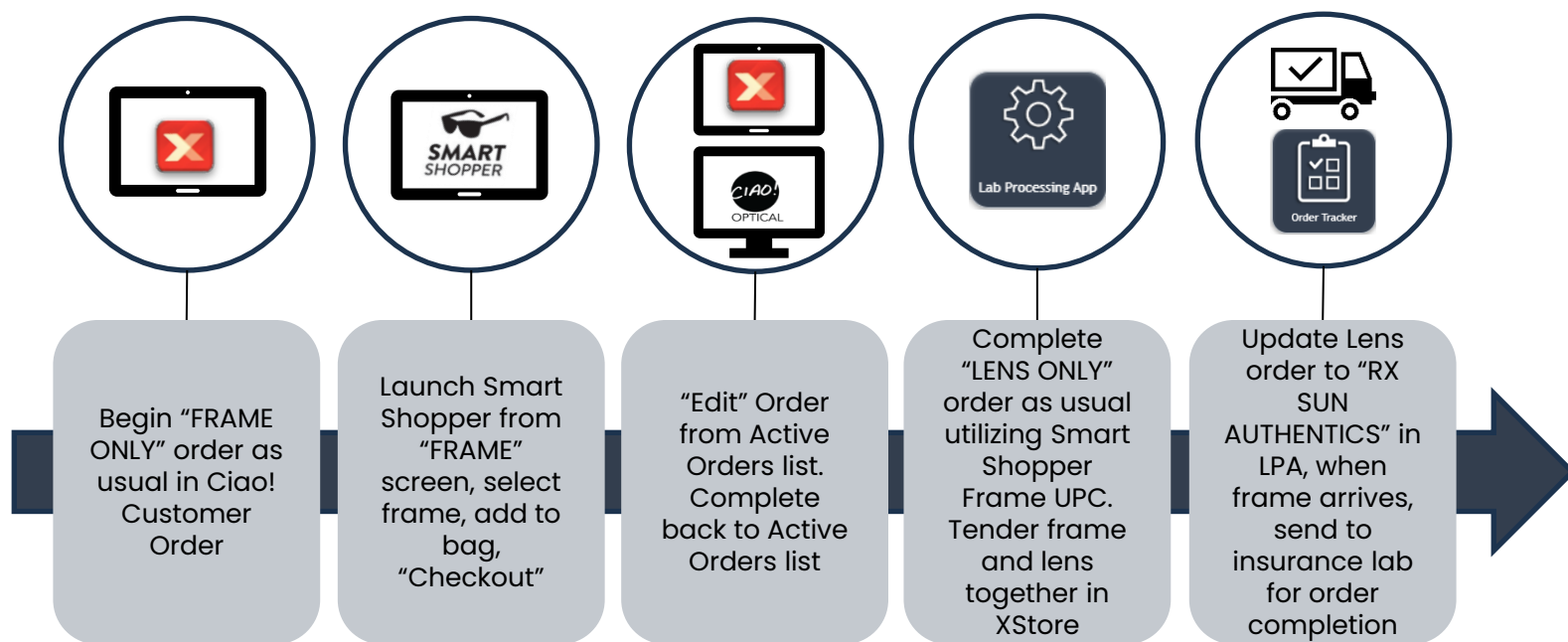
Select order from Active Orders List and tender as usual in XStore.

## Utilizing Smart Shopper for Insurance-Contracted Lab Orders

For insurance plans requiring a contracted lab (i.e. VSP), Smart Shopper provides the frame, and the insurance lab provides the lenses.

**Frame and lenses must be placed separately in Customer Order to accommodate this.**

Note if you do not have the same model/size frame in store, you **MUST** wait for the frame to arrive prior to placing the Lens Only order.



## Estimated Delivery for Smart Shopper + Insurance Orders

Special orders via Smart Shopper **add 1 week to insurance-contracted lab orders**. Quote patients 3-4 weeks (1 week for frame delivery, 2-3 weeks to ship to insurance lab and back).





## Multiple Pairs: Patient Delivery Options

For patients purchasing both plano and prescription pairs, Smart Shopper offers the option to have plano orders delivered to their home!

To use this option, complete the patient's plano order within Smart Shopper **separately from their prescription order** and send to Ciao! Customer Order.

Complete both orders within Customer Order and tender together in XStore per usual process. Be sure to remind your patient of their expected delivery for all pairs!

## Order Tracker

Smart Shopper order status can be found in Order Tracker following the normal process. For all ship-to-home pairs, the patient will receive order tracking information via email.

There is currently no tracking information in Order Tracker for ship-to-home or ship-to-store Smart Shopper orders.

## EPP, Exchanges, and Returns

Smart Shopper orders are eligible for the Eyewear Protection Plan and are covered by the TeamVision 30-day guarantee! This process will not change in Ciao! Customer Order.

## Order Follow-up

All orders submitted to RxO can be escalated through the standard RxO Escalation Process. Please be sure to include ALL order information when sending escalation.



## Frame Selection

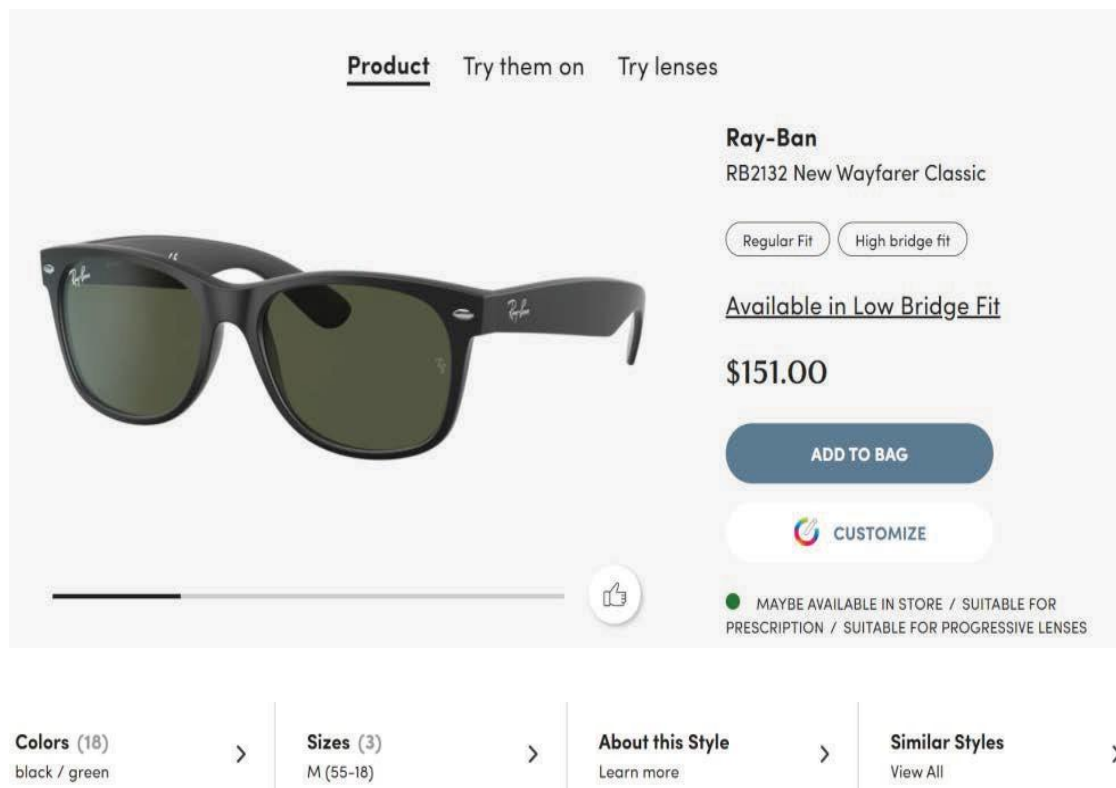
Your Smart Shopper assortment will provide the patient with countless options of both sun and optical frames suitable for complete pair ordering.

### REMINDERS about your Smart Shopper assortment:

- Smart Shopper assortment mirrors your store's product segmentation.
- You will see **every brand** your store carries in Smart Shopper.
- You will see **every frame** option *regardless* of whether that specific frame is part of your assortment.
- You will *not* see brands your store does not carry.

### REMINDERS As you assist in the frame selection process:

- Reiterate that additional **colors and sizes** may be available through Smart Shopper that are not in-store today.
- Validate that your patient's frame selection is **suitable for their Rx power, progressive lens needs, etc.**
- Leverage the '**Virtual Try-On**' feature in Smart Shopper to help your patient find the perfect style!





## Frame Advisor



Perfect for our Browser or Uncertain patient, Frame Advisor is a great tool to engage and help navigate a patient through the frame selection process right from your tablet!



Follow the steps below to guide your patient through the Frame Advisor experience.

**\*\*NOTE\*\*** The Face Scan Application will be integrated within the Smart Shopper Frame Advisor section at a later date. Until then, follow the manual Frame Advisor process outlined below.

## Getting Started

1. Select "Find your perfect frame" from the left side menu
2. You will be asked if you'd like to use the Face Scan App, select "Answer a few questions" to proceed
3. Lead the patient through the Frame Advisor questions and provide guidance along the way!



1 Try our Face Scan App experience. Ask an associate how.

2 Complete the Face Scan App experience and select "Send to Smart Shopper"

3 Scan the QR code to connect

Don't want to use the App?  
[Answer few questions](#)

## Choosing the right Face Shape

There are several face shapes that you can identify, but to simplify you can distinguish between two main families: **angular and rounded**. In these 2 big families, you can find different kinds of shapes. Remember, there is no shape better than the others!

To help your patient distinguish between the shapes there is a simple and effective tip that helps to easily identify the person's face shape: look at their jawline and chin.

1. **Angular:** In this family you'll have triangle, rectangular, and square shapes.
2. **Rounded:** In this family you'll have round and oval shapes.

## What's the face shape?

Is your face more...



Angular

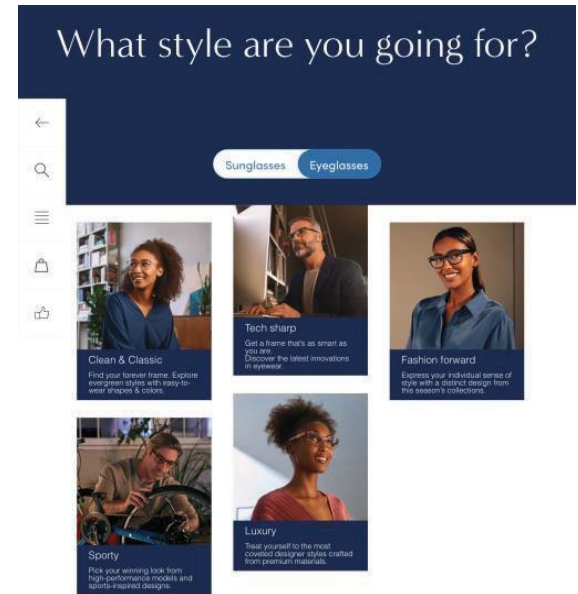


Rounded

## Style Preferences

After selecting your patient's face shape, Frame Advisor suggests (5) style selections to help narrow down the frame choices. You can select as many options as your patient prefers!

1. **Clean & Classic:** Evergreen frames that are always in style with easy-to-wear shapes and colors
2. **Tech Sharp:** The latest in frame technology – think titanium and carbon fiber!
3. **Fashion Forward:** Unique frames with distinct design
4. **Luxury:** Premium designer frames
5. **Sporty:** High-performance, sports inspired frames



## Frame Story

Select your patient's preferred styles, and Frame Advisor will generate a frame story just for them!

### Key Tips:

- View different frame stories within each style preference by touching the frame story header on the page.
- Use filters to narrow down your patient's selections



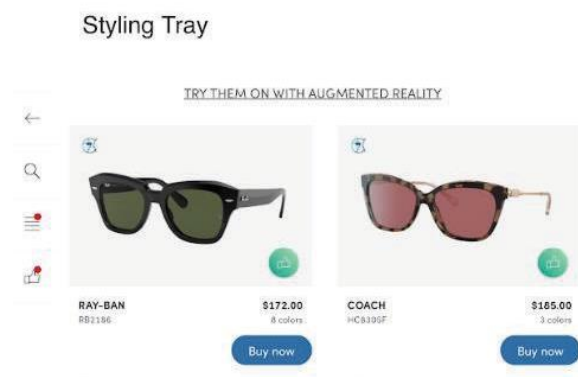
## Styling Tray

The Styling Tray can be used for patient's that want to save their favorites while browsing. Select the "thumbs up" icon to save their favorites to their Styling Tray for comparison!

Saved frames can be viewed on one page by selecting the "thumb up" icon on the side toolbar.

### Key Tip:

- The Styling Tray will refresh and be cleared of saved frames if Smart Shopper is closed.





## ENGAGING YOUR PATIENT WITH SMART SHOPPER

In this section, you will learn about the easy ways to engage different patient types with Smart Shopper. Practice what these scenarios could sound like in your store.



**THE BROWSER.** Your “I’m just looking” patient.

**THE SMART SHOPPER SOLUTION.** Smart Shopper makes it easy to narrow down a patient’s choices by enabling filters by color, style, shape, and brand.

**WHAT IT COULD SOUND LIKE.** “We have a lot of great frames to choose from! Our new Smart Shopper app can help to narrow down the selection to help you find your perfect frame, let’s try it out!”



**THE UNCERTAIN.** This patient might say something like “There are so many frames, I don’t even know where to start!”

**THE SMART SHOPPER SOLUTION.** Smart Shopper’s Frame Advisor takes out the guess work, and recommends frames based on their face shape and style preferences.

**WHAT IT COULD SOUND LIKE.** “It can be tough to find that perfect frame. Let’s check out Smart Shopper’s Frame Advisor, it uses your face shape and style preferences to make recommendations you’re sure to love!”



**THE SPECIFIC.** Your patient who loves a frame, but doesn’t see the color they want.

**THE SMART SHOPPER SOLUTION.** Smart Shopper offers the frames you carry in every color option!

**WHAT IT COULD SOUND LIKE.** “Let’s check on Smart Shopper to see what other colors that frame comes in. We can also check to see all the frames that come in that color!”



**THE FANATIC.** This patient loves Oakley or Ray-Ban, or is passionate about customization.

**THE SMART SHOPPER SOLUTION.** Create custom Oakley or Ray-Ban frames with Smart Shopper. (*currently offered for non-Rx*)

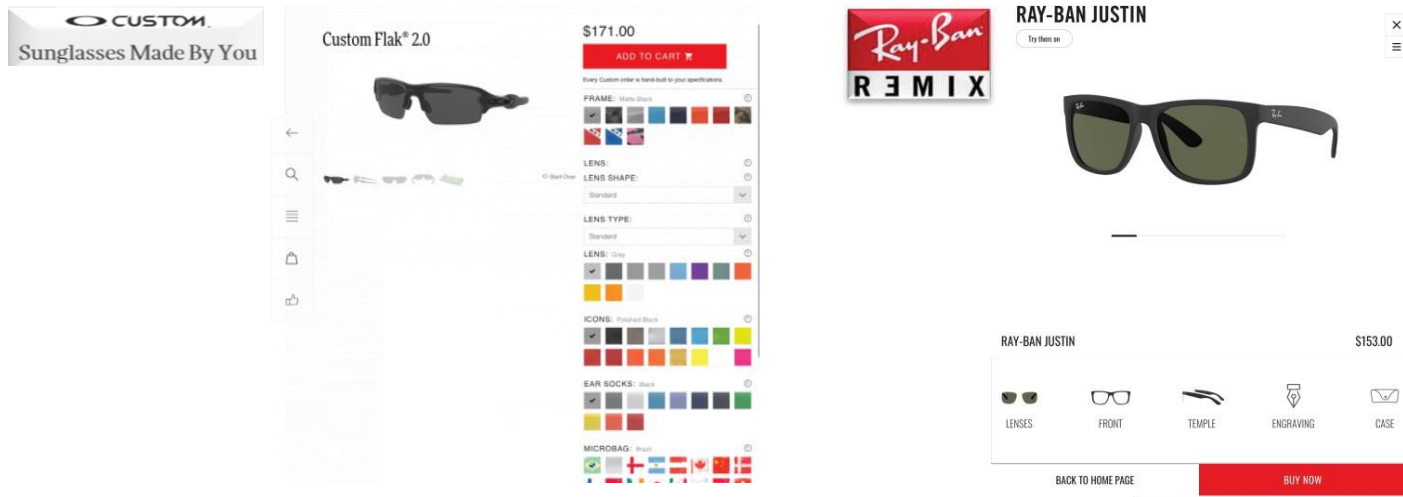
**WHAT IT COULD SOUND LIKE.** “With Smart Shopper you can create your own custom Ray-Ban frames- there are a ton of personalization options!”



## OAKLEY CUSTOM PRODUCT (OCP) AND RAYBAN REMIX

**Custom Oakley and RayBan are currently only offered in Plano.** They are eligible for our Eyewear Protection Plan, and our 30-day Happiness Guarantee!

Within Oakley and RayBan, each frame selection features different customization options for frame, temples, lenses, engraving, and cases. Check out the main features and navigation of the Custom screens below, practice navigating the Custom sections on the App!



### Ordering Custom Product

1. Custom orders can be started from Smart Shopper or Customer Order following the processes outlined on the previous pages.
2. From the Smart Shopper Shopping Bag, confirm the patient's selections. Ensure that any engraving for frame, lens, or case is double checked for accuracy!

### Custom Oakley and Ray Ban EPP Redemption

Ciao! Customer Order will not display specific details for each frame / lens component. The best practice to follow for all EPP redemptions is as follows:

1. Reprint the patient's receipt from the Ciao Toolkit.
2. **The receipt will not display custom case or engraving options. Confirm with your patient which options they selected.**
3. Confirm their frame selections (frame color, temple color, lens color, etc.).
4. Start the patient's EPP redemption from Customer Order per normal process.
5. From the frame panel, launch Smart Shopper and proceed with selecting the Custom options.
6. Send the final order to Customer Order and complete the patient's EPP transaction.

**NOTE: Custom EPP Redemptions are eligible for ship-to-home, but you must collect the exchanged pair when you process the redemption in Ciao.**



# ACCESSORIES

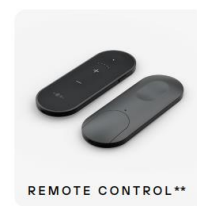
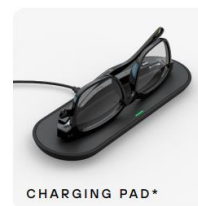
## Smart Shopper



RETURN TO TABLE  
OF CONTENTS

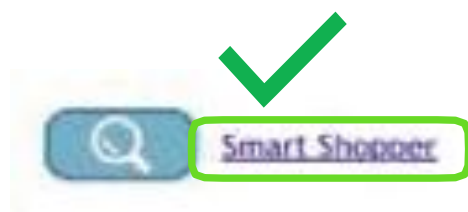
Patients can order additional accessories if they choose.  
There are two accessories available through **Smart Shopper**:

- Additional Charging Pad - \$160 UPC 8056262282434
- Remote Control - \$99 UPC 8056262282489



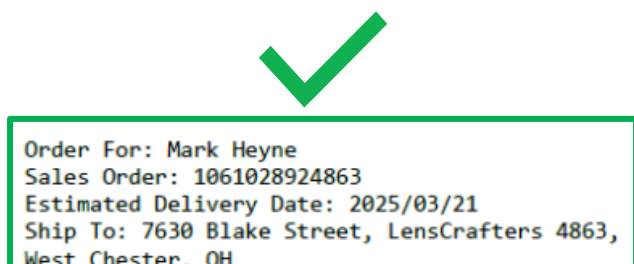
**You must begin the accessory order through Smart Shopper to trigger the product shipment.**

- If you enter the UPC's directly into Ciao! Optical the order will NOT be placed.




**You can verify that the order has been placed in two ways:**

1. The shipping address will appear on the receipt.
2. You should see the "days out" column update on the **Product To Come** tab in **Order Tracker**.



Remote control  
8056262282489 1 99.00 99.00  
Sales Order 1061028924863 [Other]

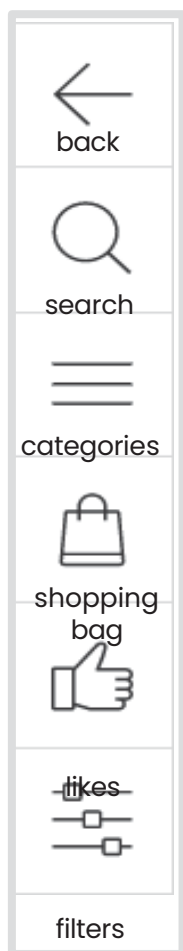


Item	Qty	Price	Amount
Order For: Ronald Welker			
Sales Order: 1060851010774			
Remote control			
8056262282489	1	99.00	99.00
Sales Order 1060851010774 [Other]			

No.	Customer Name	Sales Order No.	Transaction No.	Order Date	Promised Date	New Promised Date	Status	Days Out	Sales Associate	Type
1	Heyne, Mark	1061028924863	1081886	3/19/2025	4/12/2025 8:00 PM		Confirmed	0		PTC - AFA

**If order placed incorrectly, you would need to return and rekey the transaction.**

Click [HERE](#) to review the Nuance Operations Guide.



## FRAME SELECTION

Search **brands** available in your store's current assortment & lifestyle patients by navigating the full **brand assortment** available within Smart Shopper.

Smart Shopper currently has over **15,000** frames available.

## INCLUSIVE

**Four** frame fits which can be ordered and navigated within Smart Shopper.

We offer something for everyone!

- ☐ **Adjustable Nosepads**  
Nosepads that can be widened or narrowed to fit your unique nose shape.
- ☐ **High Bridge Fit**  
A good choice if the bridge of your nose is above the level of your pupils.
- ☐ **Low Bridge Fit**  
A good choice if eyewear tends to slide down your nose, sit too low, or press on your temples or cheeks.
- ☐ **Universal Fit**  
This option accommodates most face shapes.

## CUSTOMIZE

Support your patient on their eyewear **journey** by utilizing Smart Shopper to ensure they are properly styled.

- |   |   |  |
|---|---|--|
| <input checked="" type="checkbox"/> Price | <input checked="" type="checkbox"/> Fit         | <input checked="" type="checkbox"/> Lens     |
| <input checked="" type="checkbox"/> Color | <input checked="" type="checkbox"/> Frame shape | <input checked="" type="checkbox"/> Material |