



Optical Consumer Complaints Service



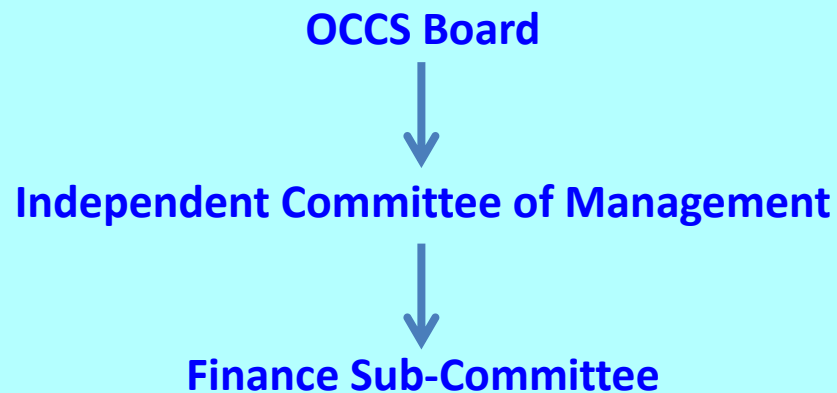
Optical Consumer Complaints Service

THE 'OCCS'

OCCS is a registered company limited by guarantee

Current Membership: 9 Members

Management Structure:





Optical Consumer Complaints Service

ORGANISATION

Members:
4 Lay Members
4 Nominated Opticians (ABDO, AOP, CofO & FODO)
1 Specialist Member (Consumer)

OCCS Board:
Directors: 4 Lay members
1 Optician

Independent Committee of Management:
Board + Specialist & Optician members

Finance Sub-Committee:
Chairman, Deputy Chairman + Optician Director

Staff:
Administrator – 2 days a week
Assistant Administrators – Full time – 2 job share



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OUR FUNCTION

- ❖ Consumer complaints only – ‘fitness for purpose’
- ❖ Registered optical practice only
- ❖ Consumer must first raise complaint with practice
- ❖ No advisory role.
- ❖ Objective – to help parties reach an agreement
- ❖ Confidentiality
- ❖ Impartiality
- ❖ Independent body

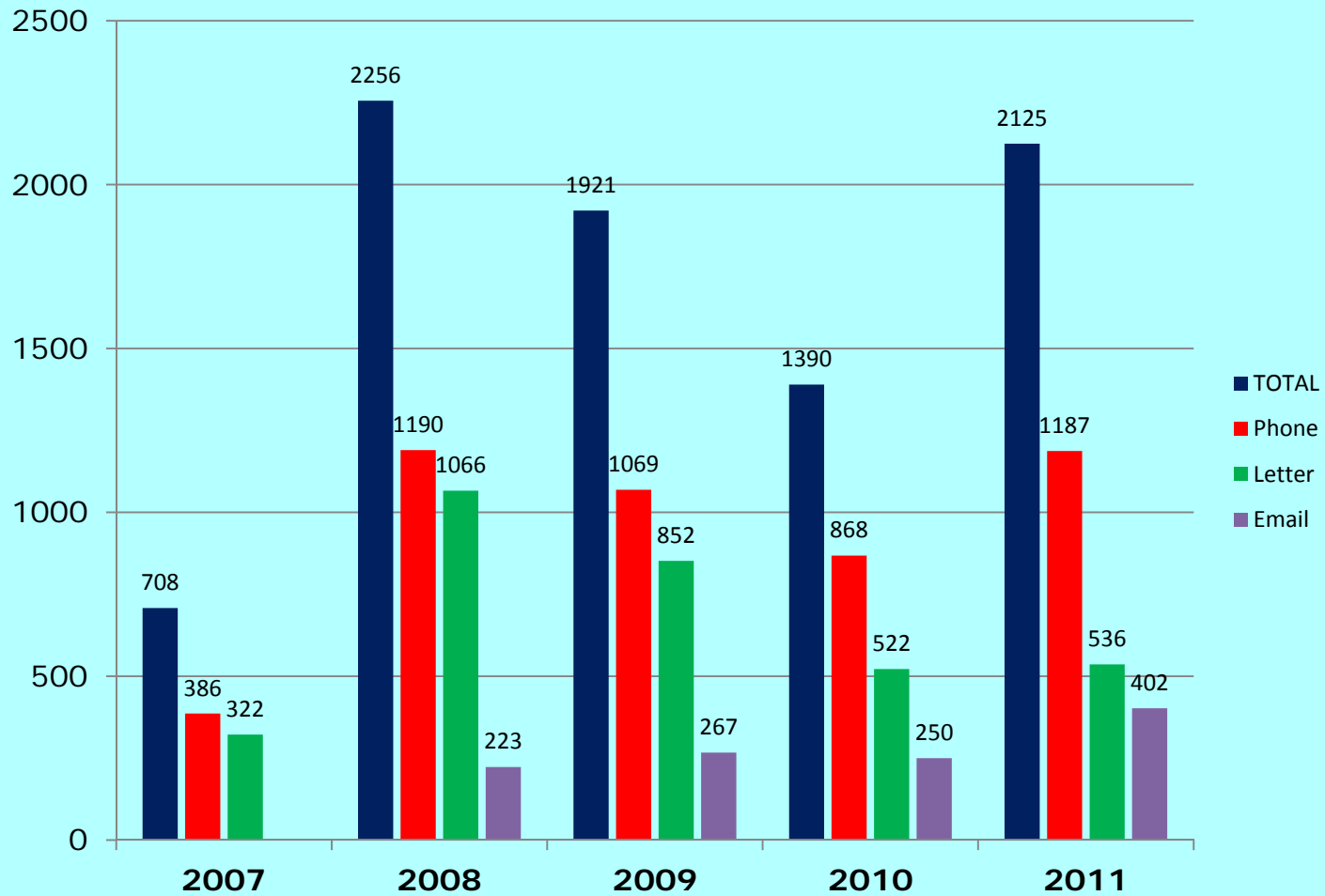


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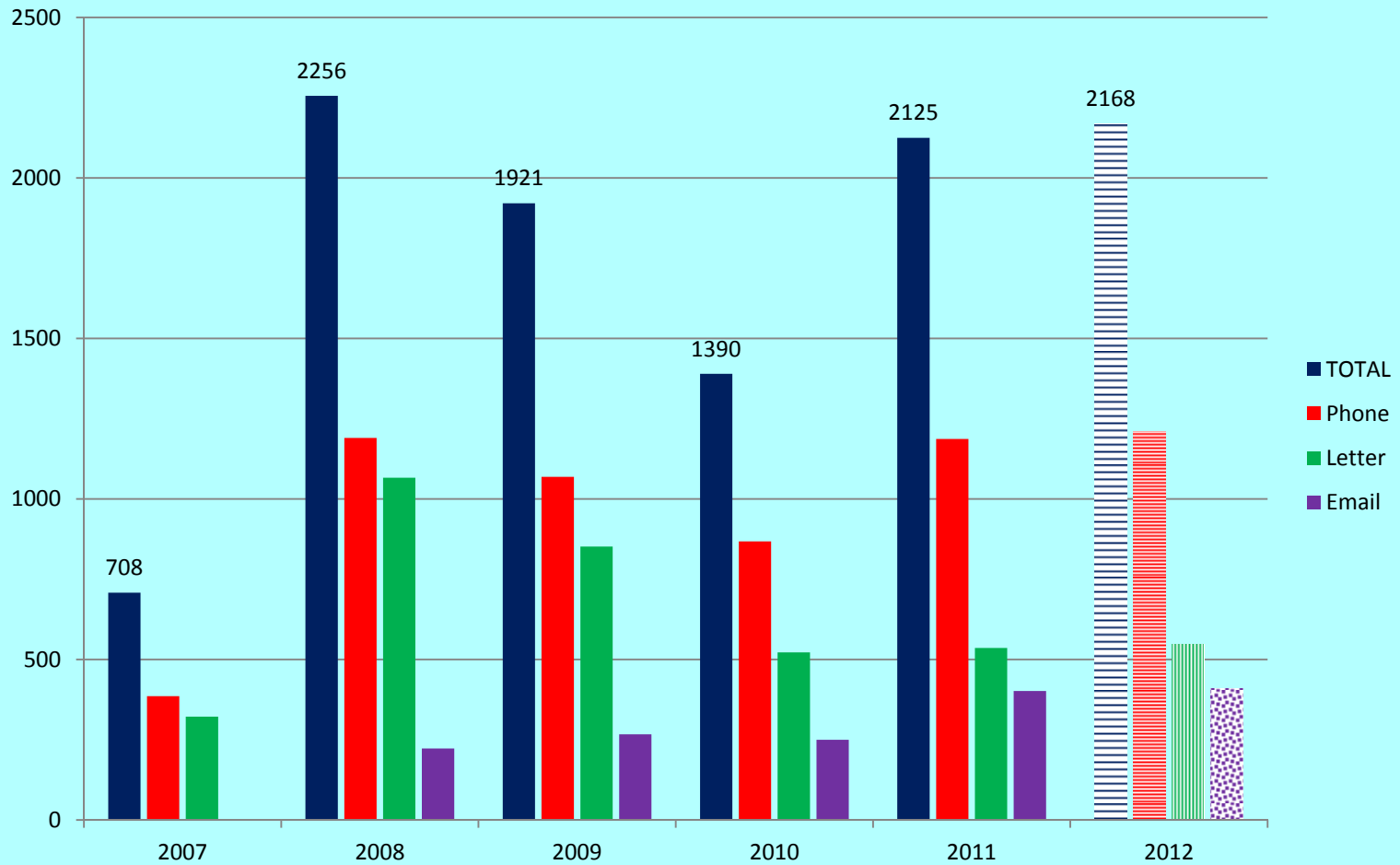
OUR OBJECTIVES

- ❖ To be easily accessible
- ❖ To resolve as soon as possible
- ❖ To be, and be seen to be, impartial
- ❖ To mediate with full understanding
- ❖ To be effective, efficient and economic
- ❖ To identify relevant consumer issues

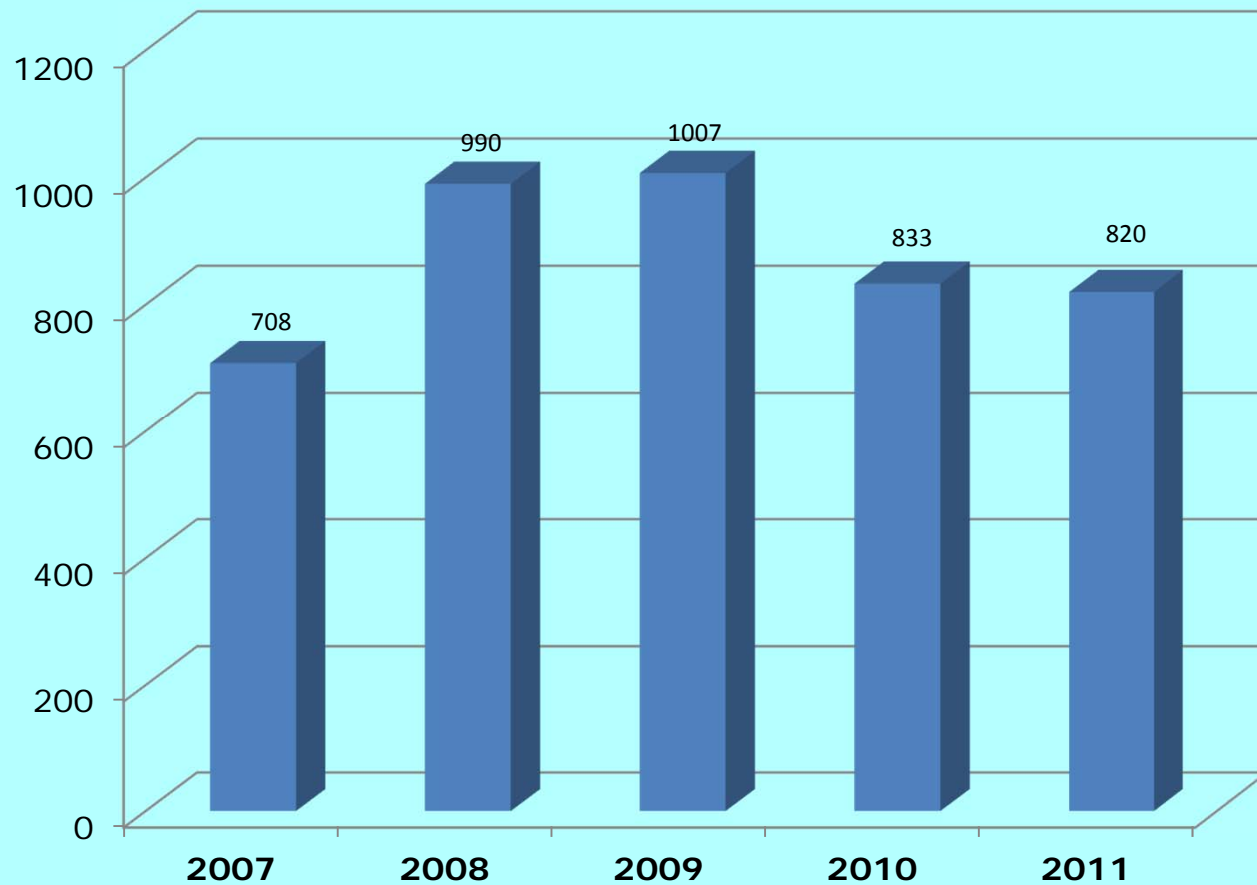
Contacts – year on year



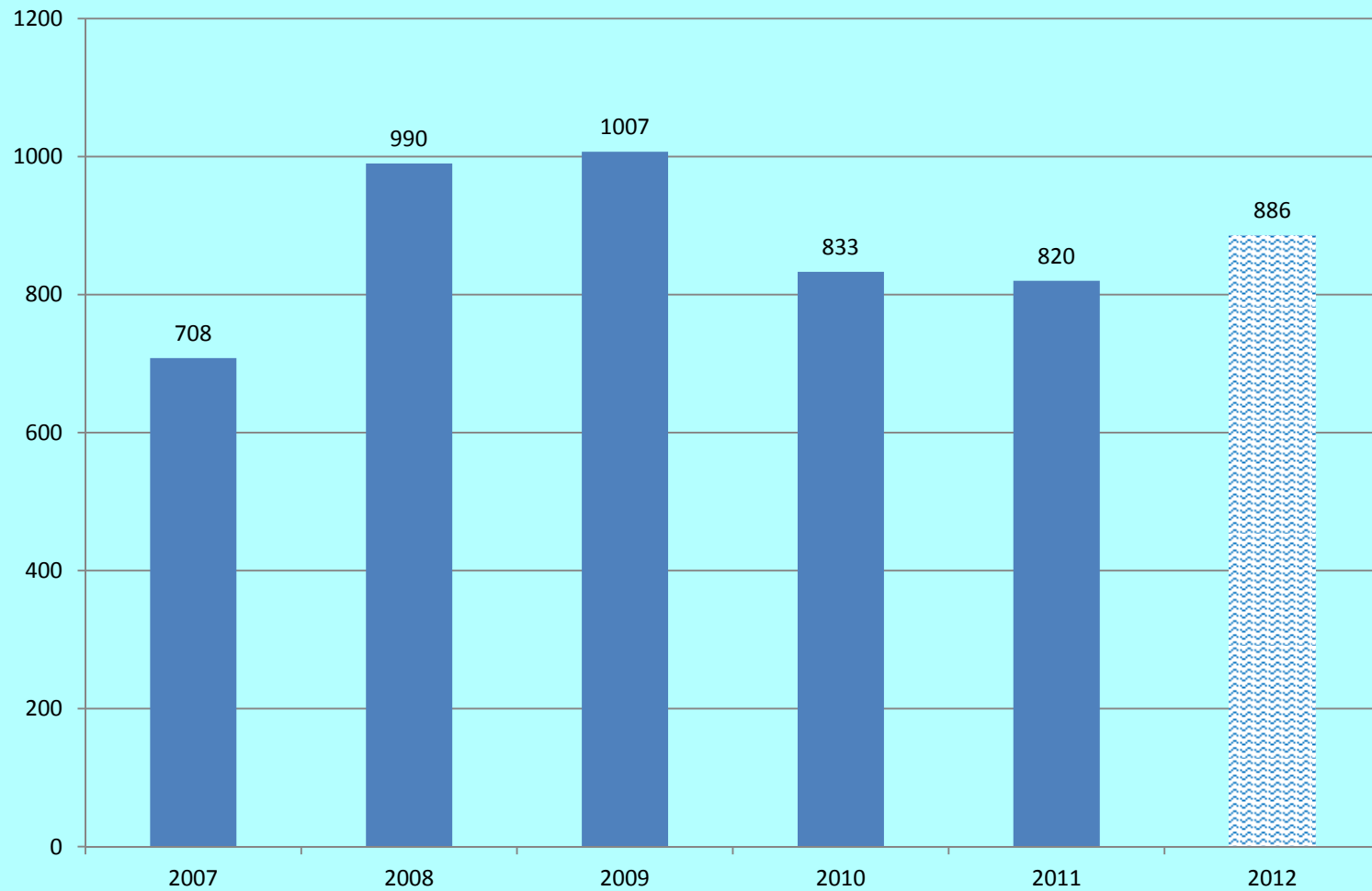
Contacts – 2012 projection



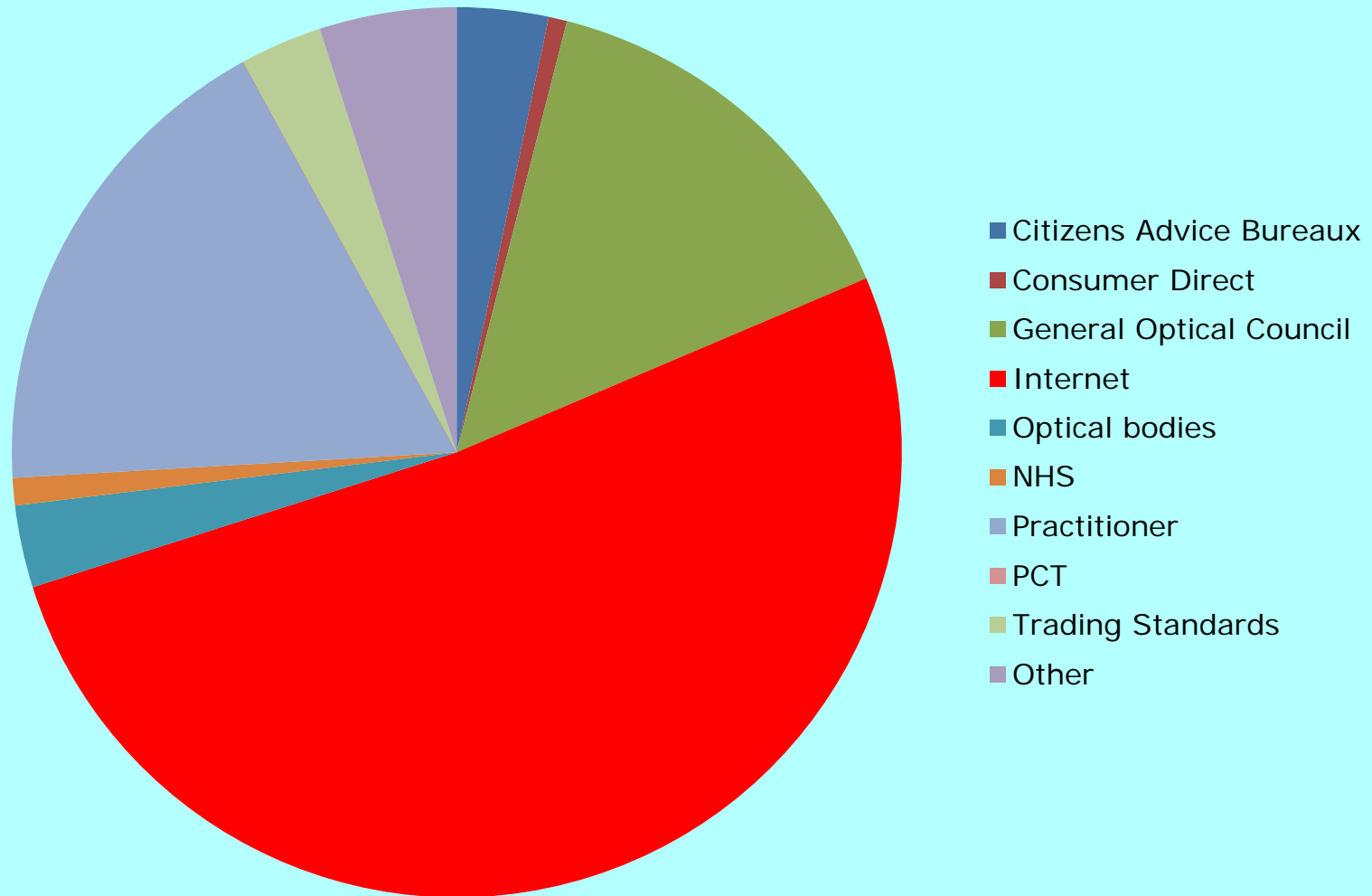
Cases opened – year on year



Cases opened – 2012 projection



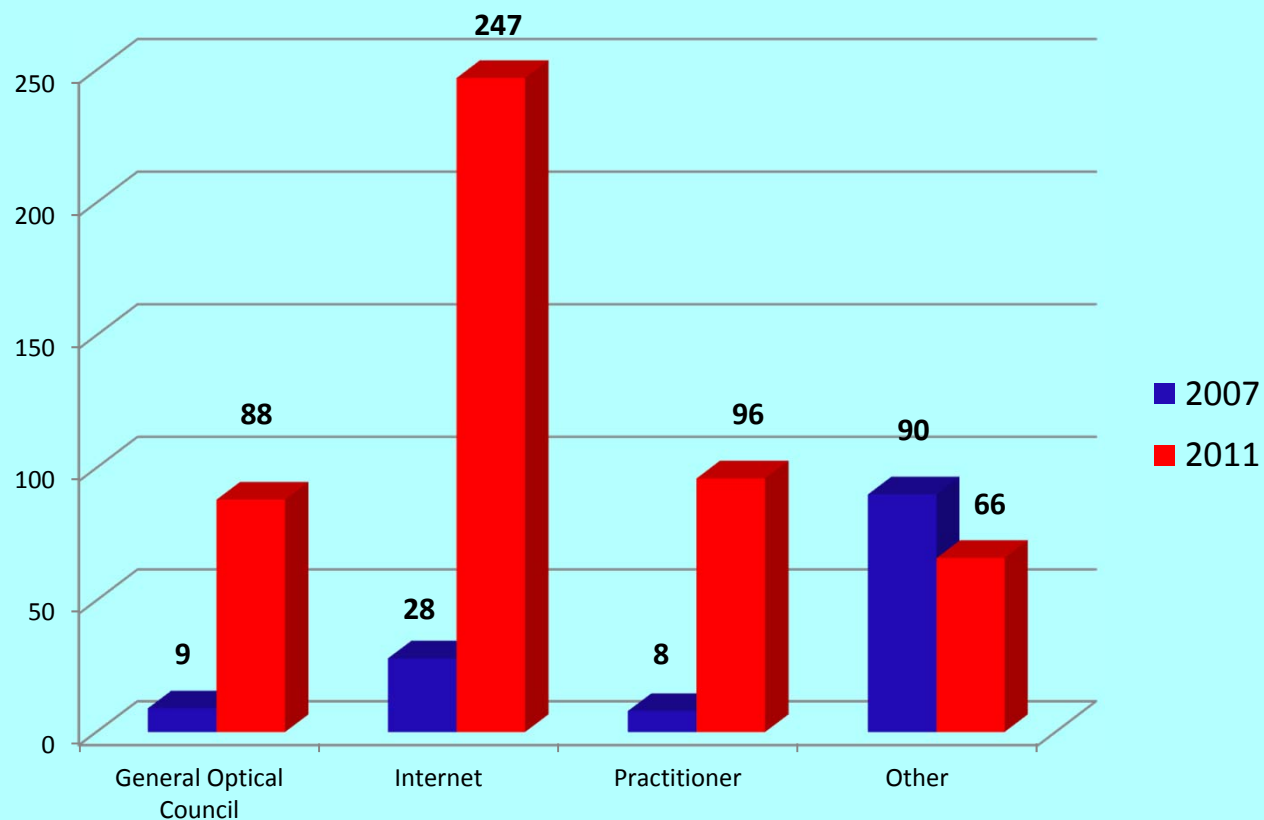
Source of complainant's knowledge of the OCCS



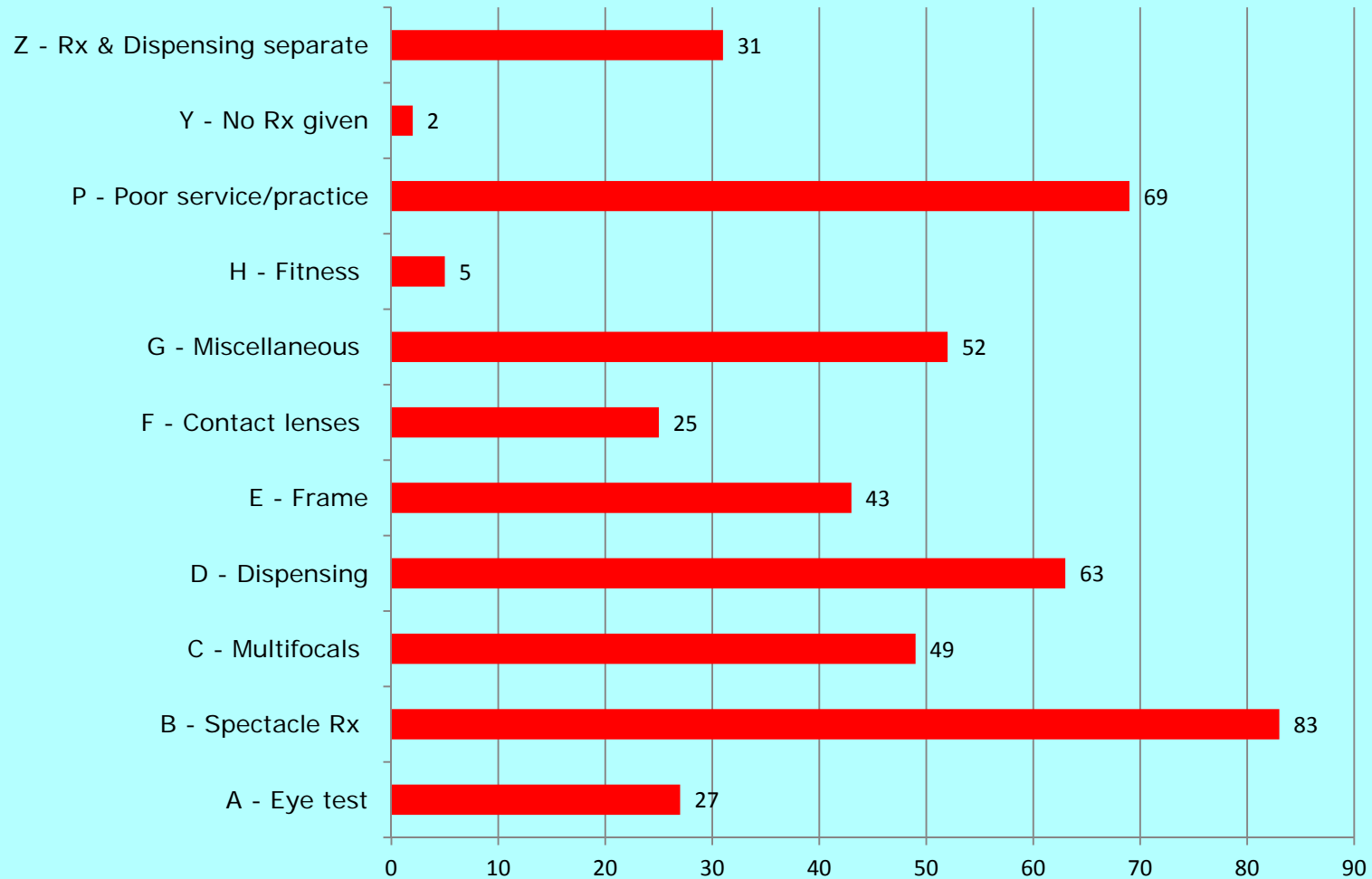


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Source – 2007 / 2011



Categories – Apr/Sept 2012





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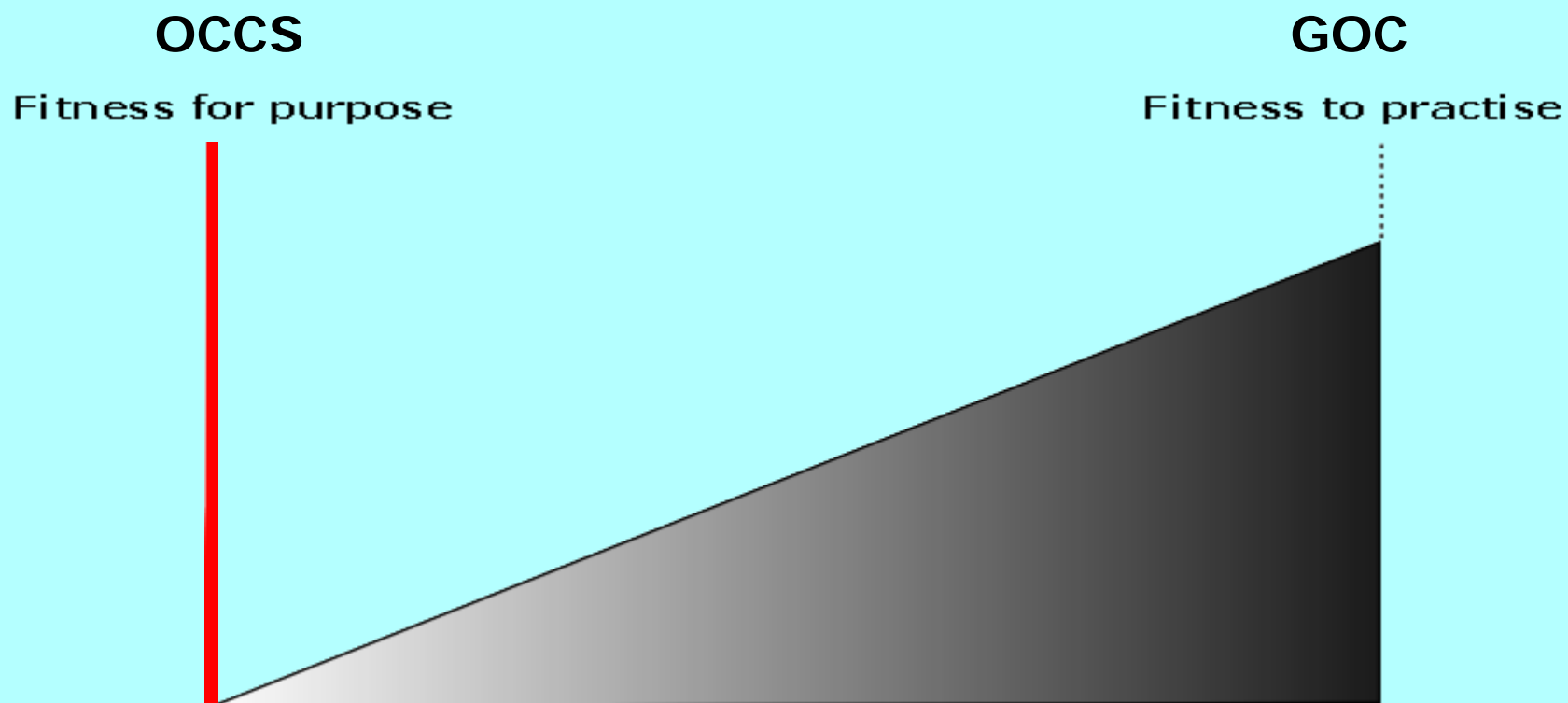
COMMON ELEMENTS IN COMPLAINTS

- ❖ Conflict between 'commercial' and 'professional'
- ❖ Rx and IPD
- ❖ Home visits – elderly and/or disabled
- ❖ Poor practice procedures



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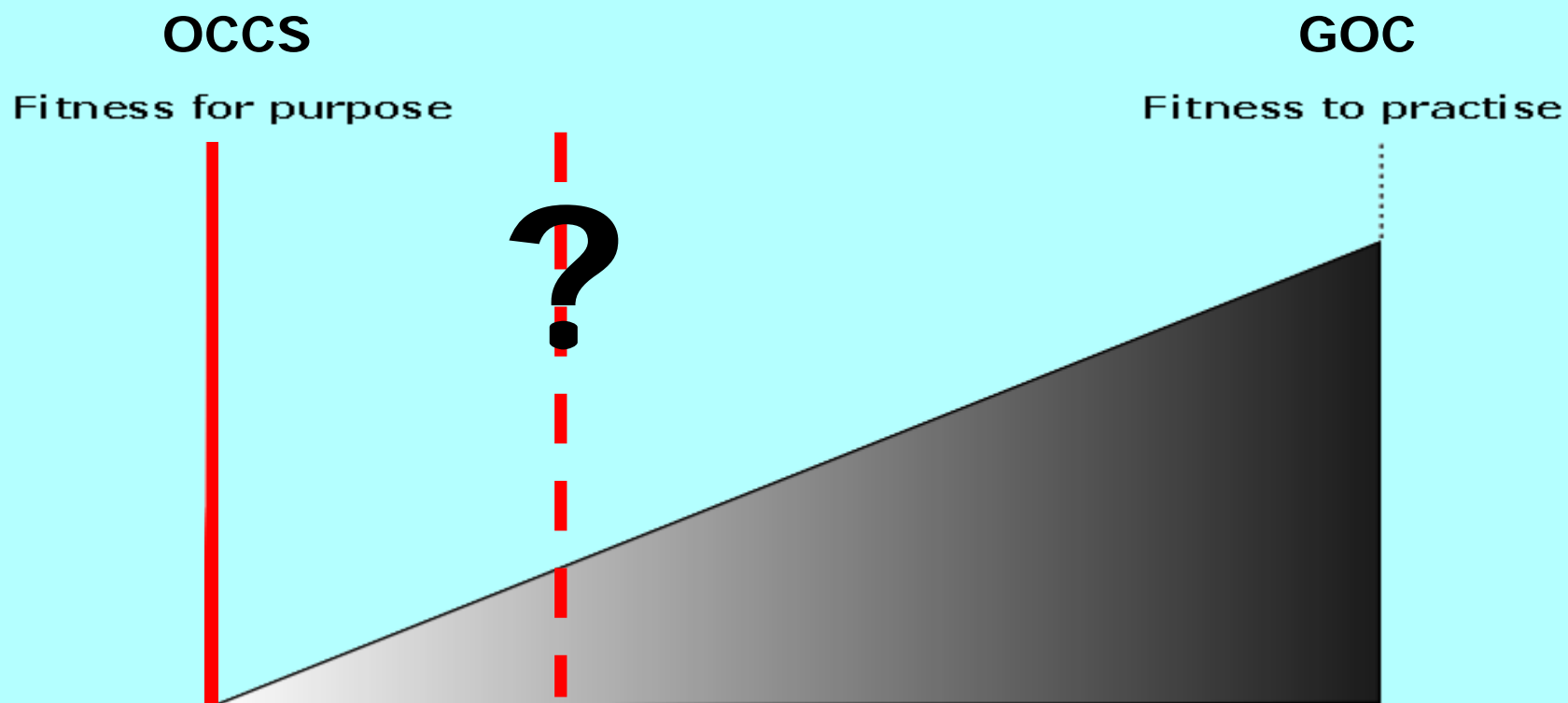
'THE GREY AREA'





Optical Consumer Complaints Service

'THE GREY AREA'





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STRATEGIC REVIEW

- ❖ Consider development of the service
- ❖ Meet the changing needs & demands of the public
& optical practices
- ❖ Time of change & economic challenge



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STRATEGIC REVIEW

- ❖ Review panel – 2 Lay & 2 Optician members
- ❖ Review the current operation of the OCCS
- ❖ Determine and recommend strategy for the future development and operation of the OCCS



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STRATEGIC OBJECTIVES

(following the bi-annual public conference)

- ❖ To promote awareness of the service
- ❖ To improve communication with optical bodies
- ❖ To prepare the OCCS to keep pace with the changing public perceptions and political dictates



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'THE GREY AREA'

