

## **ACLens.com Wins A Circle of Excellence Platinum Award For 2008**

*Online contact lens retailer, ACLens.com, receives customer service reward based on outstanding results in Ease of Finding Products, On-Time Delivery, Overall Satisfaction, Customer Support and more.*

Miami, FL ([PRWeb](#)) September 19, 2008 -- Shopzilla's BizRate Research recognized ACLens.com as a Platinum winner of the Circle of Excellence Awards for 2008. The award signifies outstanding online customer satisfaction.

To become a winner, online buyers completed surveys about ACLens.com - at the Point-of-Sale, and after the delivery of goods - in order to accurately measure the online shopping experience and to monitor the store's post-transaction fulfillment performance.

ACLens.com is the only contact lens retailer honored with this prestigious Platinum Award this year. "Being one of the 81 online companies awarded is very important for us," said Dr. Peter Clarkson, CEO of ACLens.com "When consumers are choosing an online company, they should seek out one that has longevity and a knowledgeable staff that can address their needs and concerns. We have been doing that for over 11 years and now we are being recognized because of this."

ACLens.com achieved above industry average ratings in the following areas:

### Satisfaction Metrics

1. Overall Satisfaction
2. Product Selection
3. Ease of Finding Products
4. Repurchase Intent
5. Product Met Expectations
6. On-time Delivery
7. Customer Support

The Circle of Excellence Platinum winners are an elite group of online suppliers that consumers can feel confident shopping with, as they must demonstrate consistently superior customer satisfaction on an annual basis. "The increase in winners since the inaugural award year in 2000 has skyrocketed from 20 to a record-breaking 81 merchants in 2008," said Bill Glass, President of Shopzilla, the company that operates BizRate Research. "This growth in 'satisfaction excellence' really speaks to the importance the industry is putting on listening and responding to customer-generated feedback."

### About AC Lens:

Arlington Contact Lens Service, dba ACLens.com, is a leading online supplier of [contact lenses](#) from Acuvue, Freshlook, Focus, and more. Other vision care accessories such as sunglasses, reading glasses, and contact lens solution allows buyers to purchase all of their vision care needs in one location at industry low prices.



ACLens.com offers users unique features including un-biased customer product reviews, a quick re-order option, a vision care blog, and the largest contact lens forum online. AC Lens recently was named to the Internet Retailer Top 500 e-tailers for the third consecutive year. For more information, visit [www.aclens.com](http://www.aclens.com) or <http://blog.aclens.com>.

About BizRate Research's Circle of Excellence Methodology:

To qualify for the award, retailers must participate in the BizRate Research Customer Certified Merchant Program. This program allows online buyers to complete surveys at the Point-of-Sale, and after the delivery of goods in order to accurately measure the online shopping experience and to monitor the store's post-transaction fulfillment performance. To win, the merchant's survey volume must be in the top five percent of survey volume from September 1, 2007 to August 15, 2008, and the merchant must achieve a performance rating above the industry average on all seven aforementioned service metrics. BizRate Research's Point-of-Sale and fulfillment monitoring system is free of charge to merchants.

About Shopzilla, Inc:

Shopzilla.com is the largest, easiest-to-use and most comprehensive shopping search site on the Web. With an index of millions of products from thousands of stores, Shopzilla empowers shoppers to instantly find virtually anything on sale from anyone, anywhere on the Web - at the best price for their lifestyle. Shopzilla also operates the BizRate research division and consumer feedback network that collects more than one million consumer reviews of stores and products each month. Based in Los Angeles, Shopzilla has sites in the United Kingdom, France and Germany and the company is owned by Scripps Networks Interactive Inc. (NYSE: SNI), which include national lifestyle TV networks such as HGTV, The Food Network, Fine Living and more. For more information, please visit [www.shopzilla.com](http://www.shopzilla.com).

#### CONTACT INFORMATION

Bob Drumm  
bdrumm@aclens.com  
Phone: 614.876.3206

Marianela Antognazza  
marianela@intuic.com  
Phone: 305.490.8278

###



### **Contact Information**

**Bob Drumm**

ACLens.com

<http://www.aclens.com>

614.876.3206

### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

### **PRWebPodcast Available**

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)