

Transitions®



TRANSITIONS® COLOR MATCH™

FREQUENTLY ASKED QUESTIONS

WHEN SHOULD I INTRODUCE TRANSITIONS COLOR MATCH TO MY PATIENT?

Transitions Color Match can be first introduced at the frame wall, by encouraging patients to use the tool to visualize Transitions lens colors on their preferred glasses in store. Also, the tool can be used at the dispensing table to allow patients once again visualize lens colors, this is an effective way to reassure your patient they will like their chosen frame + lens color.

HOW CAN MY PATIENT ACCESS TRANSITIONS COLOR MATCH?

Patients can easily access Transitions Color Match by scanning the in-store QR code with their smartphone. Additionally, eyecare professionals can use their professional devices, such as an in-store tablet, to access the tool.

WHAT TRANSITIONS PRODUCTS/COLORS CAN BE TRIED IN TRANSITIONS COLOR MATCH?

Today, users of the tool can trial all eight colors of Transitions GEN S.

WHAT DEVICES CAN BE USED TO ACCESS THE TOOL?

Transitions Color Match can be accessed on any smartphone or tablet with internet access and a QR code scanner—no specific device requirements needed.

DOES THE CUSTOMER NEED TO INSTALL AN APP TO USE THIS TOOL?

No, the tool works seamlessly through a web browser—no app installation required.

IS CUSTOMER DATA SECURE?

Yes, data security and confidentiality are top priorities. The tool complies with current regulations, such as GDPR, to ensure customer information is protected. No personal details are required, and all images are automatically deleted at the end of the session.

WHO SHOULD I CONTACT IF I HAVE A PROBLEM WITH THE TOOL?

For any issues with the tool, you can contact your local Transitions sales representative, who will be able to provide the support you need.

HOW CAN I MAXIMIZE ENGAGEMENT WITH THE TOOL?

Actively introducing the tool to customers, placing QR codes in strategic locations, and providing periodic reminders during appointments can significantly boost adoption.

CAN THE TOOL BE USED ALONGSIDE OTHER DEMONSTRATIONS?

Yes, and it's highly recommended! Pairing the Transitions Color Match tool with physical demonstrations enhances the customer experience and provides added confidence in their final choice.

HOW CAN MY PATIENT COMPARE MULTIPLE FRAMES?

Yes, it's possible! First, click the «Compare» button. Then, use the «Camera» button on the right side to take another picture with a different frame. To easily compare multiple frames and lens colors, save the images using the «Favorite» (Heart) button.