

# The Eyewear Gallery Wins the 2012 Talk of the Town Customer Satisfaction Award

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/EINPresswire.com/ [Reston optometrist](#) practice rates high among customers for customer satisfaction, earning it a Talk of the Town Award.

Earning the highest rating of 5 stars for customer satisfaction, The [Eyewear Gallery](#) has won the prestigious CMUS Talk of the Town Customer Satisfaction Award in the Health & Medical — Opticians category.

The [Talk of the Town Awards](#), presented by Talk of the Town News, Customer Care News magazine and Celebration Media U.S. (CMUS), honor companies and professionals that provide excellent customer service as reported by their customers through no-cost, user-review websites, blogs, social networks, business rating services, and other honors and accolades. This data is analyzed by a team of researchers who calculate a company's CMUS Power Rating™. Only those that receive a 4-star to 5-star rating receive the CMUS Talk of the Town Customer Satisfaction Award.

Reston optometrist, Dawn Gammon, O.D., F.A.A.O., purchased an existing practice in 2008, completely remodeling and upgrading it to create The Eyewear Gallery. The practice offers comprehensive eye care services, including examinations, contact lens fitting and evaluation, laser vision correction consultation and co-management, and professional expertise in all optical lens styles and materials.

Gammon and her staff have more than 80 years of combined experience, ensuring patients are always seen by an eye care professional, not a sales clerk. "We regularly engage in continuing education and training on new products and technology in order to ensure our patients receive the best care possible," says Dr. Gammon.

The team at The Eyewear Gallery also takes into account the aesthetics of eyewear for its patients. "We realize it's not only about seeing well, but also looking great," says Dr. Gammon. "We believe that, like a fine work of art, every face deserves a fabulous frame. At The Eyewear Gallery, we combine our unique and high-quality products, a trained eye, and exceptional customer service to create your personal masterpiece."

Winning the Talk of the Town Award is a point of pride for Dr. Gammon and her team, and they place a high priority on continuously providing unsurpassed customer service. "At The Eyewear

Gallery we know that our patients have a lot of places to choose from for their eye care needs. Our goal is to go above and beyond, doing whatever it takes to make each experience in our office exceptional," says Dr. Gammon.

The practice has an office policy outlining how to deliver great service, and also seeks feedback from patients through online surveys to ensure it maintains a high level of customer care. According to Dr. Gammon, the Talk of the Town Award is a standard that the team will strive to uphold.

The Eyewear Gallery staff also serves more than just its regular patients. Several members of the team, including Dr. Gammon; Eveena Mahal, O.D.; and Optician Cindy Elkin have gone on medical mission trips to countries such as Honduras, Mexico and the Dominican Republic, bringing primary eye care to underserved populations in those countries.

The Eyewear Gallery is located at 11900 Market Street in the Reston Town Center. For more information about hours and services, call 703-709-5400 or go online to [www.eyewear-gallery.com](http://www.eyewear-gallery.com).

#### About the Award and Sponsors:

This is the fourth year CMUS, Talk of the Town News and Customer Care News have honored companies for achieving high levels of customer satisfaction with the Talk of the Town Awards. Businesses eligible to receive the award include, but are not limited to, beauty salons, spas, restaurants, bakeries, dentists, auto repair facilities, veterinarians, home repair and improvement contractors, florists, hospitals, and physicians.

For more information about the award or its sponsors, please contact CMUS and Talk of the Town News at 877-498-6405 or go online to [www.talkofthetownnews.com](http://www.talkofthetownnews.com).

About Celebration Media U.S.: Celebration Media provides companies with valuable information on improving customer care through its publishing division, which produces Customer Care News, and its research department, which provides businesses with information on customer service best practices. This commitment has led to the creation of the Talk of the Town Awards program, which is dedicated to identifying companies that are excelling in high-rated customer service feedback and offering them valuable marketing opportunities to leverage their award, while also giving consumers a tool to find the top consumer-rated businesses in the United States and Canada.

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