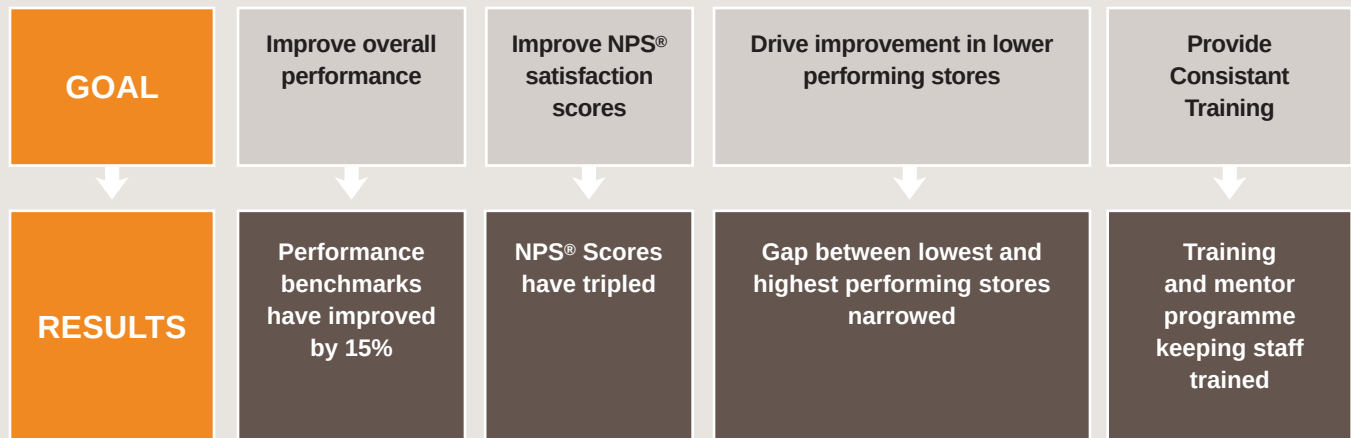


Pharmacy

Prescription for excellence
in customer service

KEY RESULTS



CONSUMERS HAVE ALWAYS VALUED THEIR LOCAL PHARMACIES for advice and healthcare products. With the increasing cost of healthcare, their roles in their communities are as important as ever. This leading network of independent pharmacists helps improve the quality of health in communities by helping independent pharmacists exceed the healthcare expectations of their most demanding patients and consumers.

But with independence comes complexity, and uneven performance. The executives knew they needed a way to measure how the pharmacies in their network were performing so they could help lower-performing locations improve. They turned to Market Force Information® to help.

FULL CUSTOMER EXPERIENCE

Market Force began working this leading network of pharmacists in 2011, starting with quarterly customer experience visits. Market Force measured the



customer experience using a series of compliance, experience, and pharmacy specific questions. In each case, using genuine consumers from Market Force's database of over 400,000 consumers, the consumer would pose a scenario that focused in on a seasonal ailment. Initial results were promising, and the program was expanded to include a larger number of questions and more detailed feedback, allowing the pharmacies to have greater location level insight into opportunities for improvement. In addition, Market Force added competitive customer experience visits, so they could benchmark their performance against that of their competitors.

HEALTHY GROWTH

Since the launch of the program, thousands of visits have been completed, and overall scores have increased over 15%. Even more telling, their Net Promoter Score® (NPS) has increased significantly from 15.3% to 51.4%.

During this time, competitors have remained stagnant or declined in performance.

Meanwhile, the program's data has become fully integrated into a new Android application for pharmacy members so that they have full visibility to their results at their fingertips.

Training videos have also been built into the application. Using different role-play videos featuring scenarios from their customer experience results, the pharmacy group launched an app to help train locations on how to give better customer service. Each location is also provided a Business Mentor who is on hand to discuss any queries from the latest wave of customer experience visits and how the results can be utilized to make changes in locations to improve their scores.

These improvements are having a multiplier effect. Not only does the increased customer service lead to increased sales, but the pharmacy associates can also benefit through the incentive programs. If 100% is achieved, they receive a gift basket from the network directly. Exceptional Service mentions will also receive a certificate to highlight the great service provided by team members.

With the help of the Market Force customer experience program, this leading network of pharmacists is growing healthy and helping consumers in their care on their road to recovery and leaving their competitors behind.

Overall
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increased
over 15%



Thought Leadership

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