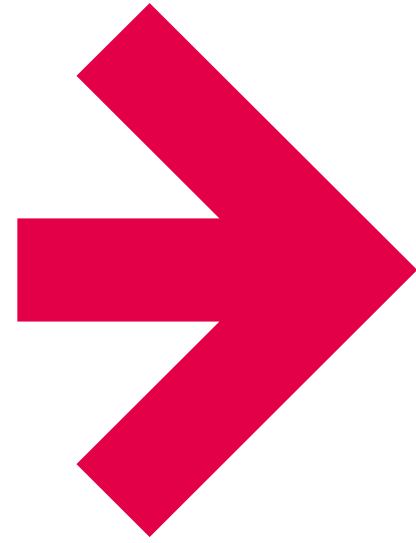# Retail Pharmacy
Brand Tracking

3
Countries

9k
Stores

100K
Scorecards yearly

Challenge

A major pharmacy needed a consumer insights partner to test their research. With an expansive footprint, it was imperative to understand the in-store customer experience.

Not only was the pharmacy looking to gauge in-store customer sentiment, but it needed to understand if all 9,000 plus stores maintained the same corporate guidelines.

Solution

Toluna tapped the pharmacy's in-store traffic by collecting data from over two million Interactive Voice response (IVR) interviews via a point of sale generated receipt invitation. The customer feedback data was gathered, scored and developed into custom reports by Toluna. Monthly scorecards were developed for each store. Extensive analysis tied data collected to key operational metric; from sales to inventory levels. Recommendations on implementing findings from the program were made by Toluna to senior management on an ongoing basis.

As an incentive, customers were offered a chance at an instant win prize or entry into a monthly sweepstakes. Toluna performed all programming, data collection, reporting and incentive management responsibilities. Additionally, Toluna handled the Help Desk support for the client's store and field managers who have questions about the program and reporting tools.

Brand Tracking

Impact

The program has been successful and is an ongoing initiative. The pharmacy can now track satisfaction levels and look at changes in trends. When any noticeable changes occur (such as a significant decrease/ increase in the scores) Toluna investigates to understand the cause. In addition, customers who recorded verbal comments were reviewed by store and field managers.

The insight into the in-store customer experience has highlighted the pharmacy's strengths and problems that may have gone unnoticed prior to the program launch. They are able to continually focus their efforts on what matters most to the customer to increase visits and ultimately, revenues.

Retail Pharmacy

toluna