



Case Study: Loughrea CarePlus Pharmacy

Location: Ireland

The Brief:

Create a Pharmacy of the future which:

- Help gain competitive advantage in a competitive space
- Introduce the use of digital to drive business efficiencies and results
- Maximise the use of store footprint to fullest capacity
- Appeal to a broader demographic including an increased focus on Millennials and Gen Z segments
- Create greater PR reach as a result of enhanced customer experience and never seen before technology



The Solution:

- ScreenVend hosted consultation sessions with the owner, Pharmacist and store team to gain an understanding of the demographics of their customer and a broader understanding of the day to day running of the pharmacy
- We worked in tandem with the Store Development and Design teams to develop a brand new customer journey and store layout. The brand new store design was fully re-worked around the design of the ScreenVend solution to ensure we elevated the in-store experience and ambience, creating a fully digital pharmacy
- We installed a bespoke robotic system to support the introduction of multiple digital screen points through the store, from large format 55", to two smaller portable handheld devices at the till point and consultation room. The fulfilment and delivery system to support the screens was designed to not only be visually appealing but to ensure efficiencies at every customer touchpoint
- We designed privacy partitions which are installed at each digital screen to ensure the greatest level of comfort for the customer, along with sanitisation stations at each point to ensure hygiene standards were met
- ScreenVend worked closely with the Commercial and Buying teams to design a bespoke solution to support the best planograms and categories that would appeal to the target demographics. The digital design of each screen was built to the clients' brand guidelines to ensure seamless design through the store and on their offline digital channels such as website and social media.
- We designed and project managed the task from initial concept development through to store opening. We continue to offer ongoing support to continuously drive results and innovation with the client.



Services we offered:

- Design Concept & Visualisation
- Brand Application
- Interior Layout, Signage & Customer Flow
- Project Management
- Commercial Consultation
- Marketing and PR Expertise

Did it work?

The new store is the first fully digital pharmacy in Ireland and Europe and was very well received among customers. We will continue to work with CarePlus Pharmacy on the opening of new digital pharmacies within their network



Building Strategies for Success

“The reaction has been overwhelmingly positive so far. We’ve had a few surprised faces when they come in the door, but our staff are well-trained to talk them through the process, which they quickly see is easy to use. For the more sensitive items or concerns, we’ve installed a screen in the consultation room so people can choose items via that screen with the help of a staff member, or simply have a quiet word with staff, as they always would have been able to.”



Eoghan Hanly
Owner
Loughrea CarePlus Pharmacy

Measurable Results

Enhanced Customer Experience	Sales Uplift	Operational Efficiencies
94.9% 94.9% Customer Experience Satisfaction rate	85 Time saving of 85 minutes per day due to efficiencies around stock loading, rotating stock, checking dates, merchandising, pricing	40 Time saving of 40 minutes per day due to efficiencies of automatic pack replenishments and ordering
	49% Average Margin 49% for OTC products versus national Irish average of 43%* in traditional pharmacies	80% 80% reduction in Human error stats around incorrect dates and misinformation in system. Reduction due to automation and autoloaders.
	40% 40%** Increase in Average Basket Spend as a result of link/cross sells	0.01% Loss rate 0.01% versus industry average of 5% due to theft rates and waste stock, all stock in robot

*National Average figures Retail Excellence Ireland **Not including dispensary items

Results period: 01/02/2021 – 28/03/2021

Customer Feedback

Customer responses scored out of 5

5

Easy to navigate

5

Easy to locate product

5

Additional products bought based on cross-sells

4.7

Likely to recommend the pharmacy to people you know

Customer Profiles

99%

Pharmacy standards

94.9%

Customer experience

94%

Overall impressions

Maura

Direction Dependent

Over 70



- I liked that the products were *immediately able to be seen* on screen and the *prices were clearly visible*
- The interior was *modern, brand new and uncluttered* with the usual paraphernalia
- I enjoyed the *choices* and *immediate access to background information* on any product
- I felt it was the *future of shopping*. It was *intuitive, futuristic* and really *easy to use*

Rose

Direction Taker

55-60



- There was *no clutter present*, nor were there any *obstructions*. It was *free-flowing* and *easy to navigate* around
- I was *instantly drawn to the digital screens*, they were *clearly visible and enticing* in appearance
- The *process of using and learning* about the screen was a *very pleasant and informative* experience. It was a *totally new way of shopping* for a product and was *quick and efficient*
- I was very *impressed* by the *wide variety of products*, as well as the *information on screen* about what the *products contained* and what the *health benefits* were

Alannah

Priority Juggler

30-40



- I liked that the screens were *so informative*. Products were *grouped according to categories* with a *clear information leaflet* for each product
- I was happy with my experience, it was *easy to navigate* the screens and to *find the product* I was looking for
- The screens were large and it was a really *amazing experience* to encounter them for the first time. It was very *futuristic* and I was *immediately intrigued*
- It was *easy to obtain the information* about the products in a *brisk manner*

Holly

Balance Seeker

Under 25



- My *favourite part about the experience* was the *accuracy* and *speed* of the process. *It is very easy to shop on screen*
- Due to the *screens*, the floors were *obstruction-free* and it was *easy to browse freely*
- Screens allowed me to *focus* on what I was that I required, while also allowing me to see *other optional products at the same time*
- The pharmacy looked *very modern and sleek* with the *screens in place of packed shelves*