

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

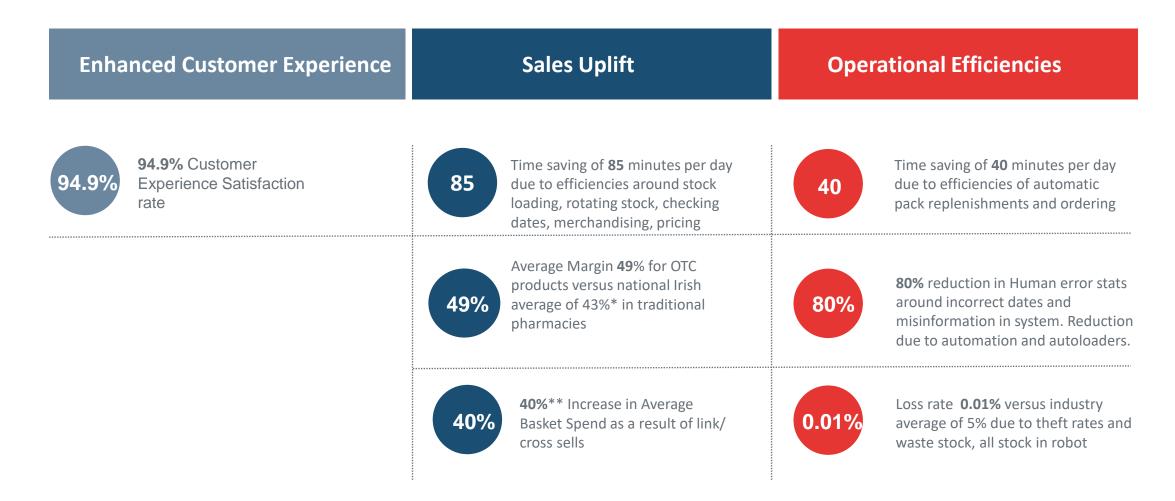
"The reaction has been overwhelmingly positive so far. We've had a few surprised faces when they come in the door, but our staff are welltrained to talk them through the process, which they quickly see is easy to use. For the more sensitive items or concerns, we've installed a screen in the consultation 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



^{*}National Average figures Retail Excellence Ireland **Not including dispensary items Results period: 01/02/2021 – 28/03/2021

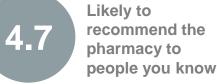
Customer Feedback

Customer responses scored out of 5









Customer Profiles



Pharmacy standards



Customer experience



Overall impressions

Maura
Direction Dependent



- 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

55-60

- Direction Taker
 - 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



- 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



- 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 It 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