The logo for Screen Vend features a stylized 'A' icon on the left, composed of three horizontal bars of decreasing length from top to bottom, connected by a vertical line on the right. To the right of this icon, the word 'SCREEN' is written in a large, bold, white, sans-serif font. Below 'SCREEN', the word 'VEND' is written in a smaller, white, sans-serif font, with the 'e' in lowercase. A thin white horizontal line is positioned below the word 'VEND'.

# SCREEN VEND

Powered by *CLICKSINBRICKS*™ Technology

Case Study: CarePlus Pharmacy

Location: Ireland

## The Brief:

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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 the CarePlus 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 worked around the design of the ScreenVend solution to ensure we elevated the in-store experience and ambience.
- We installed a bespoke robotic system to support the introduction of multiple digital screen points through the store, from large format 55", to smaller portable handheld devices at consultation points. 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 screens at each digital screen to ensure the greatest level of comfort for the customer as well as 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 was so well received nationally that we were commissioned by CarePlus Pharmacy to introduce ScreenVend into all new store openings going forward.



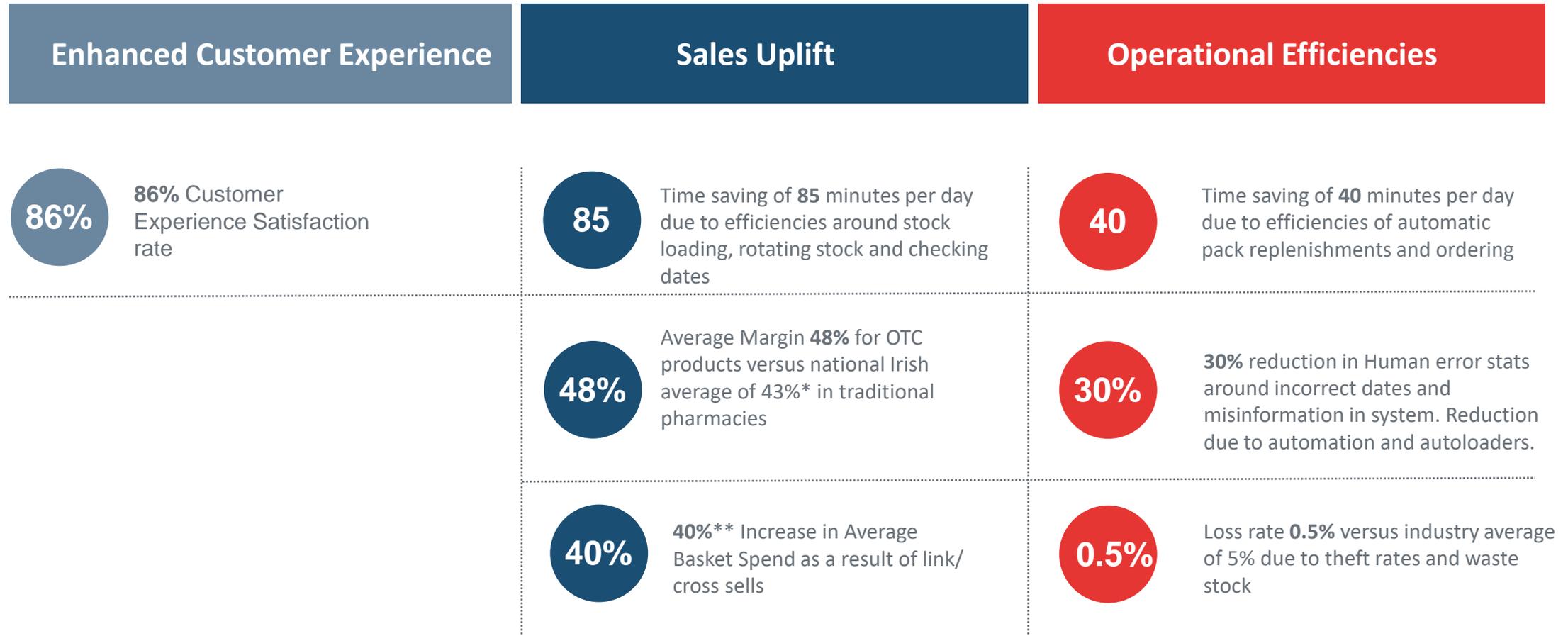
## Building Strategies for Success

"The ScreenVend solution has transformed my business. Our Pharmacy is operating in an extremely competitive landscape so the task to build competitive advantage has never been so monumental. Introducing ScreenVend has not only driven business efficiencies in the day to day running of the Pharmacy, but it has also redesigned our customer experience in ways that have never been seen before. The ScreenVend team have designed a meaningful retail digital strategy for my business that has set us up for success."



**Damien Conaty**  
Owner  
Conaty's CarePlus Pharmacy

# Measurable Results



\*National Average figures Retail Excellence Ireland \*\*Not including dispensary items  
Results period: June 2020 – January 2021. Customer Satisfaction Research completed in January 2021.

# Customer Feedback

Customer responses scored out of 5

4.2

Easy to navigate

5

Easy to locate product

4.2

Easy to research product & read recommendations

## Customer Profiles

Maura

Direction Dependent

Over 70



- **Fantastic to see products available** & how easy it was for the staff member to find product.
- At first it sounded like it might be complicated, it was a **very simple operation and almost anyone should be able to shop using it.**
- **It made for a very quick and efficient experience.**
- The screen looked fantastic, the large display would be great for me... It seemed **so simple when the staff member was using it.**

Rose

Direction Taker

55-60



- **User friendly and very efficient.** Screen big enough to feel comfortable navigating it.
- **Straightforward with step by step guidelines** and I found it quick to go through the steps.
- **Very modern and it can be done at your own pace.** I would like to try it again and experiment a bit more with it as **there was lots of choices on it.**
- **Easy to follow steps;** Touch to start, select category, select ailment, add to cart, finish

Alannah

Priority Juggler

30-40



- I liked being able to **search by name, recommended alternative brands & see pricing.**
- I liked the suggestion of complimentary products. **Quick & easy process.**
- **Easier to find product on screen** than in-store on shelf and **likely to purchase more items.**
- **Enjoyed being able to browse virtual shelves,** view different brands and prices with ease.
- **Improved my shopping experience,** with current restrictions I often feel rushed in store.

Holly

Balance Seeker

Under 25



- **Service is great** and enables you to take your time when choosing a product.
- **Easier to find products** you're looking for and avoids delays when waiting in queue.
- Shop shelf **layout was very appealing** with price and product names **visible and clear.**
- **Screens were bright and of clear quality** and capable of picking up the slightest touch.
- The look of the screen was very good and its **ease of use aided in my search for a product.**