

The Scherpenzeel Pharmacy chooses Qmatic solution to improve customer satisfaction and staff efficiency.

” Working with Qmatic has brought peace and structure and our customers are happy ”

Corinne Vermeulen, Coordination Assistant

Peak hours are a well-known phenomenon in the average pharmacy. In order to shorten waiting times and improve efficiency, the Scherpenzeel Pharmacy has chosen a queue management solution from Qmatic.



For the past two years, the Scherpenzeel Pharmacy has been part of a multifunctional care facility together with several other care providers. After a visit to the clinics, most people go directly to the pharmacy.

The consequences: more stress, more frustrations, and customers who cut into the queue. "Colleagues who don't live in this neighborhood told us that their own pharmacy uses a queue management system. That sounded like a good idea," says Coordination Assistant Corinne Vermeulen. "It is psychological. If customers have a place in a queue, then they are calm. And being calm means less stress, both for them and for us."

Immediate improvements

For this reason, the pharmacy started looking for a suitable solution, and decided to install a solution from Qmatic. With the help of the Qmatic Solo solution, the situation in the pharmacy is now completely different. The process runs in a controlled and open way, which means that customers are more willing to wait if needed. Both perceived and actual waiting times have been decreased. Calling customers with the Qmatic Solo system provides a transparent and calm process, which means that pharmacy assistants have more

time to improve the service for each customer. An additional advantage for the Scherpenzeel Pharmacy is the fact that the number calls are displayed on the already existing monitors. This saved space, time and cost.

Solution

The system was installed in one morning. The Scherpenzeel Pharmacy chose a touchscreen self service kiosk solution. Customers press Yes or No on the touchscreen when asked whether they have a prescription or not. A ticket with a queuing number is then issued. All the technology and intelligence needed for an optimal service are inside the self service kiosk. This keeps things simple and limits technical obstacles and costs. Following a short training, the pharmacy team started the process straight away. "It took us a bit of time to get used to it and build it into our routine, but this was just a question of practicing. The system is self-explanatory, also for our customers. And, if there are elderly people who find it difficult, we just explain it to them. The next time they understand how it works."



SOLUTION OVERVIEW

SCHERPENZEEL PHARMACY

The Scherpenzeel Pharmacy is a part of a multifunctional care facility together with several care providers in the same area.

INDUSTRY: Retail Pharmacy

REGION: The Netherlands

THE CHALLENGES:

- Managing peak hours
- Improve customer satisfaction
- Shorten waiting times
- Improve efficiency

THE SOLUTION:

- Qmatic Solo solution
- Touch screen self service kiosks
- Digital signage

THE BENEFITS:

- Transparent and fair process for all
- More time to improve service to each customer
- Decreased perceived and actual waiting time
- Improved staff flexibility

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” We are better able to assess operations and react faster if there is a risk of longer waiting times ”

Corinne Vermeulen, Coordination Assistant

A new way of working

The wish of the Scherpenzeel Pharmacy was to achieve better management of the customer journey and customer flows. The Qmatic Solo solution made this possible. Now there are two permanent assistants at the desk: one for prescriptions and one for other requests. Upon arrival, customers can indicate on the touchscreen whether they have a prescription or not. Depending on the choice, they receive a ticket with a number for desk 1 or desk 2. "The Qmatic Solo system automatically informs employees if, for example, more than five people with a prescription are waiting, while it is the turn of somebody with a repeat prescription. At that point, staff receives a signal so that an additional assistant can staff the third desk, which is also configured for prescriptions," says Corinne Vermeulen.



Peace and structure

How has the Qmatic Solo solution impacted the pharmacy in practice? "Working with Qmatic has brought us peace and structure," says Corinne Vermeulen. "We are better able to assess operations and react faster if there is a risk of longer waiting times. Our clients are also happy with the clarity provided by the system. They can sit down or browse the store, and can be sure that everyone's turn will come when it is supposed to."

Corinne has some recommendations for other pharmacies who are considering introducing a queuing system: "Don't make the touchscreen too complex. People like things to be simple and easy to understand. Our only question is whether they have a prescription or not and this is already enough to make our work a lot more efficient."



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