

# Customer Journey & Experience Program

## THE CHALLENGE

Our client, one of the major pharmacy companies in the UK with more than 1500 locations, 17 000 staff and over 150 million prescription items annually, needed to better understand the touch points customers have with the pharmacy. The client also wanted to measure the customer experience throughout their entire journey.

## OUR SOLUTION

GemSeek designed a localized customer journey to address all the experiences customers go through. The first stage included focus group discussions in key locations in order to map any specific differences in customer behaviour. Next, we conducted quantitative interviews in order to capture the customer experience at each touch point. Through data analysis, we were able to measure customers' willingness to recommend, the reasons to visit and the overall satisfaction, together with its underlying drivers and their importance to the customer experience.

## THE RESULTS

GemSeek outlined the key strengths and improvement areas for our client. During an onsite workshop, we created a strategic action plan, prioritizing the high impact items. Through continuous improvement efforts and consistent customer experience tracking, our client managed to improve customer satisfaction in multiple locations.

