

pharmacy tracking programme



What would you like to ask pharmacy shoppers?

The Pharmacy Tracking Programme is a NEW programme for both pharmacists and pharmacy suppliers to gain first-hand, robust and independent feedback from shoppers.

him!'s latest programme will establish how well shoppers' needs are being met and what more can be done to improve satisfaction and loyalty.

The Pharmacy Tracking Programme will allow retailers and suppliers to better understand some of the 'who', 'what' and most importantly 'whys' behind shoppers' buying behaviour and motivations within the pharmacy channel.

Face-to-face interviews will be conducted with c.1,500 pharmacy shoppers across Alphega, Numark, Lloyds and independent pharmacy's outlets, with scope to include additional retailers e.g. Boots, Superdrug etc. As with all him! programmes, benchmarking is included at no extra cost.

Question areas will include:

- Why did you choose this pharmacy here today over others in the area?
 - Are there others in the local area you could have used?
- How would you describe your local pharmacy?
 - Friendly, informative, reliable, trustworthy, etc
- In the last 3 months, have you used:
 - An online pharmacy?
 - A pharmacy at a supermarket?
- Did the pharmacy have your prescribed item in stock?
- Did you buy any medicines from behind the counter e.g. Sudafed?
- Did the member of staff who served you ask you any questions concerning your symptoms?

- Did they ask if the product you were buying was for you?
- Did they offer any additional advice e.g. Not with other medication, Take with food etc.
- Was a product recommended to you? Did you purchase the recommended product?
- How satisfied were you with the service you received today? What improvements could they make?
- Did you purchase anything you didn't intend to here today? Or fail to buy anything?
- Did you notice any promotions here today? Did you buy anything on promotion here today, if so what?

Have your say?

This is not a final list by any means, as any participating company will also have the opportunity to put forward specific question areas relevant for their business e.g. ask shoppers' their brand preferences and find out why they would choose one brand over another.

Why join the Pharmacy Tracking Programme?

This invaluable insight will help shape your commercial decisions and future strategies and, because this is a syndicated study, insight is available at a fraction of the price compared to funding your own research.

Membership costs

Price is dependent on your specific business needs and includes online report access, analytical & consultancy support through dedicated client manager. Email Natalie.Button@him.uk.com or call 0207 611 0409 now for further information on him!'s NEW Pharmacy Tracking Programme.

*him! research & consulting T&Cs apply.