



FIGURE TWO: **Customer retention score**

5% = lower end of range within sample group
 95% = upper end of range within sample group
 8% = -2 standard deviations from mean
 Red needle = sample group average

the customer experience and the time spent at the dispensary. The time spent is categorised against a pre-set value model and broken down into percentage proportions called 'value add', 'value neutral', 'risk management', 'value destroying'.

'Script processing efficiency' represents the proportional black and white space time constituting total time to process a customer script.

'Team tasking broken down by proportional representation' shows which key process steps were undertaken by the pharmacist(s) versus other members of the dispensing team. The scores consolidate the observations into a

percentage score to reflect the percentage of instances the task was completed by each respective team member.

Now, against this frame of reference, cogitate these numbers as you think (hard and honestly!) about your own pharmacy.

SCRIPT PROCESSING SPEED

The dial represented in Figure One shows that, on average, a customer will experience eight minutes and 33 seconds in having their script processed, whether they are in store for the duration or not.

The opportunity is to reduce script time to five minutes or less for those customers who prefer speed over health advice and to

'Gee, these guys have no value to add to invite me to stay with them while my script is processed'.

provide more time for those who value health advice.

CUSTOMER RETENTION

The dial for Figure Two shows that, on average, 54% of customers will wait in the pharmacy for their script to be processed.

The opportunity is to demonstrate to customers that you have value to add (professional services and advice) and it is worth their while staying in store while the script is being processed.

CUSTOMER ENGAGEMENT

Figure Three demonstrates the average amount of time the customer is both engaged in discussion with a staff member and disengaged—left standing, waiting for the script to be processed, not engaged with a staff member. This demonstrates that the customer is waiting (disengaged) more than half the time.

The opportunity is to engage with customers during their visit, providing professional advice, and to minimise their time standing disengaged.

CUSTOMER ENGAGEMENT EFFECTIVENESS

Figure Four demonstrates the value of time spent in conversation with a customer (see above definitions). Much time is spent in conversation that does not add value to the customer experience in the pharmacy.

The opportunity is to not only increase the proportion of engagement during the visit, but to enhance that engagement... add value... provide professional expertise above and beyond what the customer asked for.

SCRIPT PROCESSING EFFICIENCY

Figure Five shows that for almost half the time in which it takes a script to be processed it is found to

FIGURE THREE: **Customer engagement during script lifecycle**

