

BUSINESS CLASS IN DEPTH

## YOUR 5 PHARMACY MOMENTS OF TRUTH

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 **CHRIS BROOKER** 30/07/2023



# Glenn Guilfoyle outlines 5 critical customer ‘moments of truth’ by which you will be continually judged, but which could become your ‘wow’ factors

With everything that is changing in the world of pharmacy right now, you may end up with more time with script customers that come to your store less often.

Now is a great time to think about how you can add value to the interaction and shine.

- Have you thought about the script customer’s journey to and from your pharmacy in terms of “touchpoints”?
- Have you directed the blowtorch to your performance on these critical touchpoints?
- Do you know what good looks like?
- Do you know what your customer’s expectations are?

Despite the ‘hits’ pharmacy is taking, it still holds true that we enjoy the unusual retail reality, whereby a ‘system’ dictates that a script bearing customer must come to the one and only single type outlet to procure scripted meds.

And the world is our oyster in terms of what we can do and how we can engage with these customers both in terms of the prescribed products and beyond.

The **first touchpoint** is the **potential queue** the customer may join at script-in:



- How is your customer greeted and acknowledged?
- By whom? And how?
- Within what service standard timeframe?
- How are they triaged out of the queue?

**Second touchpoint** occurs at the **script-in counter**:

- What determines whether the customer is served by white vs coloured coat?
- What is your % service standard in this regard?
- What determines the degree to which your customer benefits from the express (direct dispense) vs normal service?
- If the latter, how are they encouraged to stay in the store (vs go to a supermarket)?

**Third touchpoint** occurs at the waiting chairs or browsing the aisles if your customer **chooses to wait**:

- What props do you assemble at the waiting chairs to create some theatre and health info self engagement?
- Who and how do you keep your customer abreast of expected wait time as dispensing takes place?

**Fourth touchpoint** occurs at **script-out**:

- What determines whether your customer is served by white vs coloured coat?
- What is your % service standard in this regard?
- What is the % service standard by which proactive meds counsel is delivered?
- What is the % service standard by which fuller, broader proactive health/condition counsel is delivered?

**Fifth and final touchpoint** occurs at **cash and wrap**:

- How often, in quieter times at cash and wrap, is your customer surveyed about their experience today vis-à-vis the touchpoints above?
- How often are they questioned about the perceived value added throughout the visit?

We all feel aggrieved with emerging government policy. However, the corollary represents a great opportunity to work on these 'moments of truth' and turn them into consistent customer moments of 'wow'!



**Glenn Guilfoyle** is principal of *The Next Level*. Click [here](#) or call 0418 519 755

*For over 30 years, Glenn and his team have been building an incredible knowledge bank in sales expertise and technology, and it's this priceless intelligence which forms the foundation of the "Next Level Sales System".*

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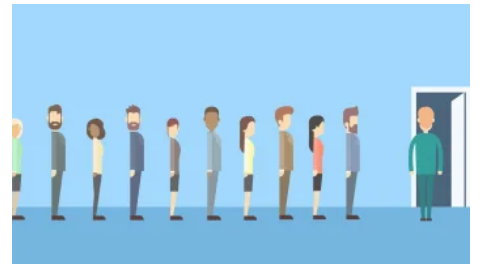
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