

Building a successful customer loyalty programme



What's your strategy?

IPG members' pharmacies are:

- full-service pharmacies
- caring for their communities
- highly engaged with their customers
- providing great value products and services



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Your Family-owned Community Pharmacy





Customer Loyalty - Hillmorton Pharmacy

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Rewarding your loyal customers

- Listen and take time
- Show that you care
- Greet customers by name
 - Onscreen prompt
- Explain the \$\$ reward
 - Add email address
 - See purchase history
- New customer “Welcome” bag

Adding customers to your loyalty club

- The right settings
- Onscreen prompt
- Everyone on board – not negotiable
- Incentivise email address collection
 - Measure and reward

Your Rewards Club database is an important business asset that cannot be copied by your competitors

What the data shows

						Average Sale					Average Sale		Visits Per Year			Total \$ Spend/Ye	
			Total Average Sale	Total Club Member	% of Total Sales(Club Members	Non-Club Member	Club Member	Club members with no Email	Club Members with Em	% of Members with Ema	Club members without email	Club members with ema	Club members without email	Club members with em	%Var	Club members without email	Club members with ema
Rank	Pharmacy Name		Sale	Member	Members	Member	Member	Email	with Em	with Ema	email	with ema	email	with em	%Var	email	with ema
1	Clives Chemist	y	\$29.54	4468	83%	\$22.55	\$31.47	3083	1385	31%	\$30.93	\$32.33	3.7	5.1	39%	\$113.99	\$166.07
2	Pharmacy 53	Y	\$43.14	9166	81%	\$30.96	\$47.63	7028	2138	23%	\$46.60	\$49.67	5.4	8.9	65%	\$252.20	\$442.46
3	Waipawa Pharmacy		\$27.06	2439	76%	\$21.71	\$29.40	2020	419	17%	\$29.06	\$30.64	3.6	4.7	31%	\$104.32	\$144.26
4	Mangawhai Pharmacy		\$32.84	6310	75%	\$28.44	\$34.64	3744	2566	41%	\$35.98	\$33.59	3.1	5.7	85%	\$111.23	\$192.45
5	Berrys Taranua Pharmacy		\$23.73	1972	70%	\$22.41	\$24.35	1915	57	3%	\$24.23	\$27.53	3.0	3.6	21%	\$73.01	\$99.99
6	Darfield Pharmacy	y	\$31.08	3066	69%	\$25.33	\$34.56	2553	513	17%	\$33.91	\$37.39	4.0	4.6	16%	\$134.76	\$172.09
7	Taita Pharmacy		\$25.07	2385	69%	\$20.50	\$27.87	2171	214	9%	\$27.84	\$28.09	3.1	3.9	23%	\$87.47	\$108.83
8	Pharmacy @ Ferrymead	Y	\$35.25	4835	67%	\$27.27	\$41.31	2725	2110	44%	\$40.36	\$41.93	2.4	4.7	99%	\$95.25	\$196.89
9	Berrys Health Centre Pharmacy		\$23.73	2520	66%	\$18.90	\$27.32	2463	57	2%	\$27.27	\$29.63	3.0	3.0	0%	\$82.58	\$89.93
10	Napier Balmoral Pharmacy	y	\$31.51	6612	65%	\$26.44	\$35.08	5372	1240	19%	\$34.81	\$36.10	3.6	4.1	16%	\$123.67	\$148.84
11	Wairoa Pharmacy		\$31.50	2580	60%	\$27.12	\$35.28	2395	185	7%	\$34.91	\$39.10	4.2	5.2	24%	\$147.39	\$204.99
12	Vautier Summerhill Pharmacy	y	\$33.29	2479	60%	\$27.85	\$38.24	2229	250	10%	\$37.88	\$41.12	4.3	4.7	9%	\$164.66	\$194.74
13	Stratford Pharmacy	y	\$32.90	2517	60%	\$28.02	\$37.23	1719	798	32%	\$36.21	\$38.93	3.3	4.3	29%	\$119.91	\$165.88
14	Sanders Pharmacy	Y	\$32.57	5605	59%	\$26.53	\$38.70	2235	3370	60%	\$37.86	\$39.12	2.8	3.8	36%	\$106.42	\$149.30
15	Hillmorton Pharmacy	y	\$22.30	1226	58%	\$18.65	\$25.98	706	520	42%	\$23.71	\$28.32	2.4	3.2	32%	\$57.85	\$90.90
16	Roslyn Pharmacy		\$32.28	3194	58%	\$27.10	\$37.46	1954	1240	39%	\$36.90	\$38.24	3.8	4.3	13%	\$141.88	\$166.02
17	Sylvan Bank Pharmacy		\$28.39	1669	57%	\$24.46	\$32.36	1613	56	3%	\$32.41	\$30.64	3.7	3.4	-9%	\$120.58	\$103.41
18	Shackletons Pharmacy	y	\$33.76	4218	53%	\$28.06	\$41.36	3493	725	17%	\$40.38	\$45.04	4.0	5.2	28%	\$163.27	\$233.50
19	Vivian Pharmacy	y	\$30.67	2479	50%	\$26.85	\$35.79	1614	865	35%	\$34.29	\$38.07	2.7	3.3	24%	\$92.05	\$126.43
20	Medplus Pharmacy	Y	\$34.92	1340	48%	\$29.45	\$43.84	920	420	31%	\$43.91	\$43.69	2.5	2.9	15%	\$110.12	\$125.44
21	Church Street Dispensary		\$31.63	1226	47%	\$29.32	\$34.69	851	375	31%	\$32.93	\$36.76	2.0	3.9	93%	\$65.85	\$142.23
22	The Good Life Pharmacy		\$26.68	1253	42%	\$22.01	\$28.72	552	722	50%	\$42.22	\$25.55	2.5	2.6	-11%	\$124.62	\$155.18

What the data shows

- Club share of retail sales: **>50%**
- Active club customers: **2400 average**
 - Higher average sale: **+\$10 more**
- Club customers: **<3 visits per year**
 - Email addresses: **>50%**
- Email customers: average sale: **+2.00**
- Email customers: **+1 more visit per year**

Q & A and discussion



A video recording of this webinar will be available
A link will be emailed to you