

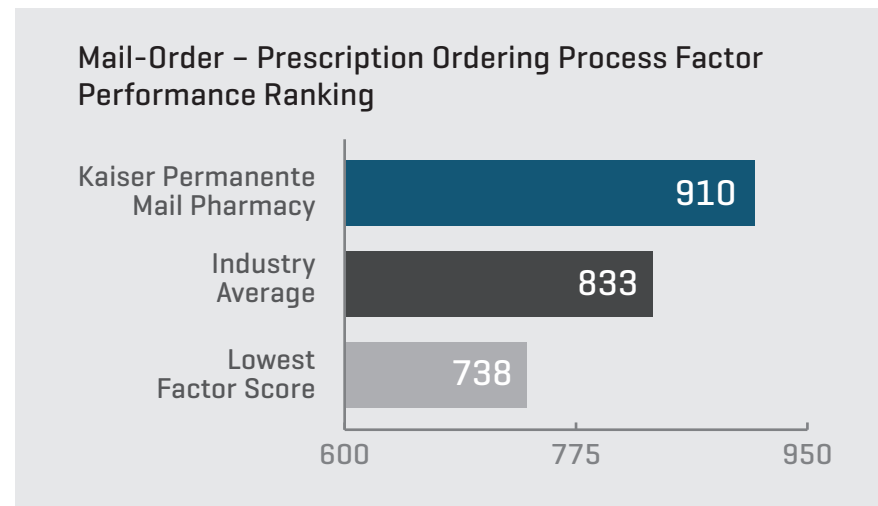
US PHARMACY STUDY: MAIL-ORDER

How Prescription Ordering Can Impact the Customer Experience

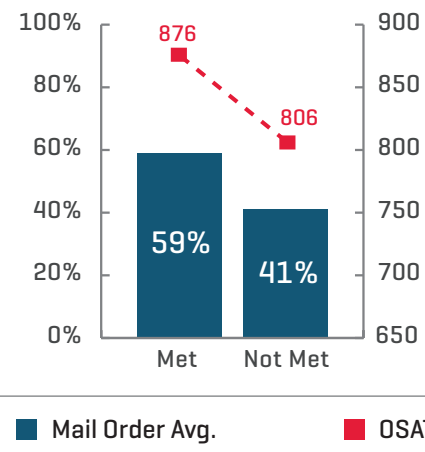
All pharmacies—whether in the chain drug store, mass merchandiser, supermarket or mail-order segment—strive to deliver an outstanding customer service experience. However, very few pharmacies perform at the top of their segment in this regard. Defining the nature of an outstanding customer service experience and consistently delivering on it are challenges all pharmacies face.



The average attribute score for *Ease of placing the prescription order* is 8.43 out of 10.



ONLINE REGISTRATION WAS VERY EASY



An actionable KPI in this factor concerns if the online registration process was easy for the customer.

The highest achievement on this KPI is at Kaiser, where **84%** of customers say their online registration process was very easy. The worst in class came in at **19%***.

**Small sample size (n=30-99)*

Ease of placing the prescription order

