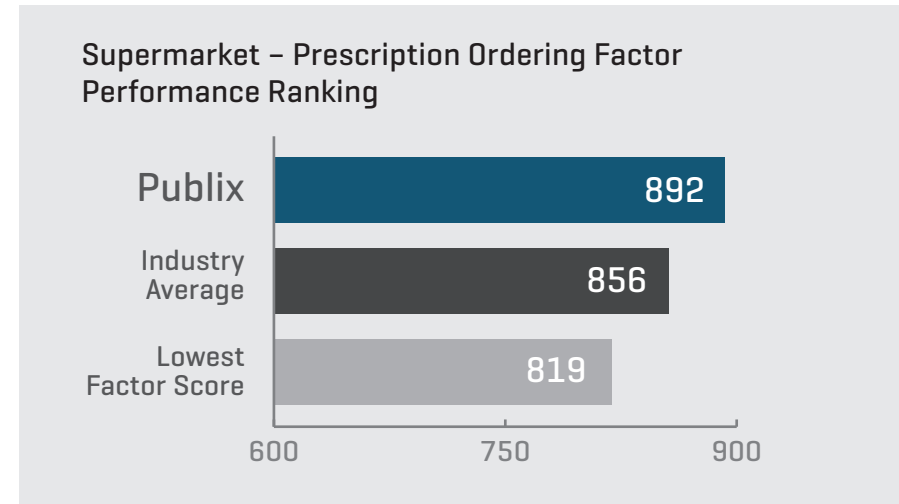


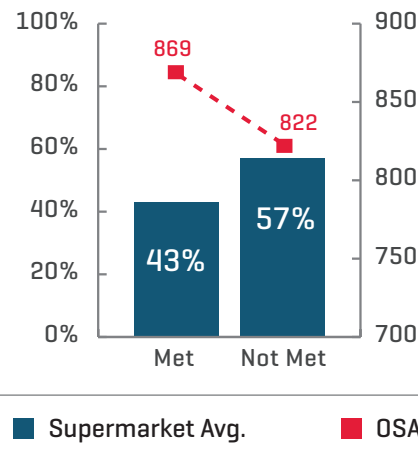
# US PHARMACY STUDY: SUPERMARKET

## 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.



WAITED LESS THAN 2 MINUTES BEFORE GIVING YOUR PRESCRIPTION TO THE STAFF



An actionable KPI in this factor concerns if the customer waited less than 2 minutes before giving their prescription to the staff.

Vons performs highest in this KPI, where 57%\* of customers say they waited less than 2 minutes. The worst in class came in at 39%.

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

Amount of time it took to fill my prescription from ordering to receiving the medication

