

CASE STUDY: AVICENNA



Avicenna was founded over twenty-five years ago by a group of pharmacists. Since 2021 the group have acquired two additional independent pharmacy chains, making them the UK's largest independent pharmacy support group. With a retail estate of 139 pharmacies and a buying group, Avicenna are at the forefront of modern pharmacy operations.

Delivering excellent patient care to its community is central to Avicenna's purpose and each pharmacy is focused on delivering a high-quality service to all.



Avicenna were introduced to We Love Surveys and the unique Buzz Box feedback solution in 2019 when they were part of a large pharmacy group.

When the group separated and Avicenna became independent the Buzz Box project was transferred as part of the day-to-day operation, but it was by no means a guarantee that the solution was going to be suitable for Avicenna and its new priorities.

WHAT WAS THE CHALLENGE?

As noted previously, the relationship started as a result of a previous relationship and Avicenna COO, Nick Clark, was keen to ensure the feedback solution was fit for purpose and in line with Avicenna's focus on customer service. This was definitely a challenge WLS faced head on.

We Love Surveys worked with Avicenna to present a range of options for feedback collection, but it was decided that Buzz Box was still the best tool for the job. This decision was based on its simplicity for customers, hands off operation for colleagues and quick, insightful data for the Avicenna board.

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As an organisation, we believe in and trust the power of data for our decision making. The pandemic has certainly brought more people to their local pharmacy when GP services are reduced, and they are a central part of any community. Implementing Buzz Boxes in every site is a key part of a suite of data for each location, and we believe that it has a powerful impact on understanding the impact of what we do as a business or what we are going through as a society. We do not use the feedback to find what is going wrong, we use it as a positive tool. This drives engagement in the team and, as a result, drives patients and customers to give their feedback freely and frequently.

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Nick Clark, Avicenna COO



WHAT WAS THE SOLUTION?

At a time when people rely more and more on their community pharmacies, the innovative Buzz Boxes allow customers to leave feedback, quickly and easily, on their experiences in Avicenna pharmacies.

While this may seem like a simple solution, Buzz Box allows Avicenna to listen to their customers' needs at any time the customer chooses. It isn't driven by an email or text message, so is purely based on a choice the customer makes to give that feedback in the moment.

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SURVEYS USING BUZZ BOXES ACROSS AVICENNA PHARMACIES

Both positive and negative feedback is acknowledged and used to understand the customer experience being delivered at each location. This can lead to opportunities to celebrate success at a local level, recognising individual teams for the great work they do as well as providing opportunities to improve the service delivered. This in turn supports and empowers staff, and ultimately improves service for the customer.

- RECOGNISES INDIVIDUAL TEAMS
- EMPOWERS STAFF
- IMPROVES CUSTOMER SERVICE

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We are so proud to be a business partner with Avicenna. It's brilliant to see an organisation that is investing in understanding customers.

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The way they use such a wide range of data and see each element as just as important as the next is refreshing. Quite often, customer feedback is a 'nice to have', and Avicenna prove daily why it is vital to have.

Helen Dargie, We Love Surveys CEO

WHAT DOES THE FUTURE HOLD?

Using Buzz Boxes – the customer feedback solution provided by specialist firm We Love Surveys – has enabled Avicenna to better support their local communities and shoulder some of that pressure currently placed on the NHS and GP practices.



BETTER SUPPORT FOR THEIR LOCAL COMMUNITIES & TAKEN THE PRESSURE OFF NHS & GP PRACTICES

Avicenna is a data-driven business – all their decisions are based on facts provided by a variety of data. This is also true for their customer experience metrics, of which they had over 20,000 responses in the first year, leading to a rapid expansion of the feedback programme.

When Avicenna acquired pharmacy businesses Dudley Taylor (57 branches) and Sheppards (34 branches), Buzz Boxes were quickly rolled out to these pharmacies too, to understand their customers in the community.

In June 2022, Avicenna launched a concept pharmacy in Worcester and the Buzz Box was given pride of place on a bespoke floor stand, making the opportunity for feedback even more visible to customers.

With around 80,000 responses to date and over 93% of Avicenna patients saying they would recommend their pharmacy to friends and family, we are looking forward to working with Avicenna as they continue to grow.