



PRESS RELEASE

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For immediate release

We Love Surveys provide ‘genius’ solution to help new partners become the go-to pharmacy in Scotland

Leicestershire-based feedback specialists We Love Surveys are helping a leading independent pharmacy chain towards their goal of becoming the pharmacy of choice in Scotland.

It is another significant partnership for We Love Surveys, who are based at the Advanced Technology & Innovation Centre at Loughborough University, as they continue to make an impression in the world of retail pharmacy.

Having already provided their innovative [Buzz Box solution to Day Lewis](#), one of the largest independent pharmacy chains in the UK and Europe, We Love Surveys are now working with Lindsay & Gilmour, one of Scotland’s oldest pharmacies and who last month were named [Enterprise Award winners at the 2019 Pharmacy Business Awards](#).

In June this year, We Love Surveys installed a Buzz Box in each of Lindsay & Gilmour’s 30 pharmacies across Scotland. The device captures feedback from customers on their experience every minute of every day and provides instant reporting.

Previously, Lindsay & Gilmour were relying on a mystery shopper every quarter for their customer experience feedback but, as is often the case, were not getting enough information from a method that only provides a snapshot in time.

We Love Surveys owner Helen Dargie said: “Lindsay & Gilmour approached us because they had seen our Buzz Box solution in Day Lewis, they liked it and they knew they should be doing something similar.

“We’ve installed exactly the same solution in all Lindsay & Gilmour pharmacies, albeit with different questions which are tailored specifically for this pharmacy group.

“Lindsay & Gilmour want to show they are being innovative and doing something different to everyone else. They’ve got a real drive and passion to make it work and get the most from it and, as a small business, it could potentially have a real impact for them.

“It’s a really exciting partnership for We Love Surveys and helps strengthen our ever-growing presence in retail pharmacy.”

Lindsay & Gilmour are already seeing some positive results from the [Buzz Boxes](#) and receiving plenty of encouraging data, says the group’s managing director Philip Galt.

“We visited Day Lewis last year and they told us about the Buzz Boxes, and then we saw one in situ and I thought ‘This is genius’,” said Galt.

“It’s so simple and robust, the technology is great, and Helen and the guys at We Love Surveys have been fantastic.

“It’s very responsive, we’re able to change the questions to suit our needs, and when you consider the overall costs, it’s great value compared to having just four visits a year.

“But the biggest surprise for me is the amount of real-time data we receive from our customers, it’s really helpful and allows us to be a lot more proactive in our approach to customer service.

“One of the key strands of our strategy is that we want to be the pharmacy of choice, we want to be the go-to partner, so this allows us to continually monitor the customer service we are delivering in our pharmacies

“The insights we get from the Buzz Box is going to have a big impact on what we’re doing. It’s a truly unique way to properly measure customer satisfaction.”

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FURTHER INFORMATION:

For more about We Love Surveys, visit: welovesurveys.co.uk

For more about Lindsay & Gilmour, visit: lindsayandgilmour.co.uk

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