PRESS RELEASE

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Leicestershire company We Love Surveys have enhanced their position as one of the UK’s leading customer feedback providers for pharmacies by sealing another landmark partnership.

We Love Surveys, who are based at Loughborough University’s Enterprise & Science Park, have teamed up with Avicenna, the UK’s largest independent pharmacy support group.

The deal saw We Love Surveys install one of their innovative Buzz Box feedback devices in each of Avicenna’s 43 retail pharmacies – which are based primarily in the south and north-east of England – enabling Avicenna to get instant insights and reports that can be acted upon at company and local level.

The Buzz Boxes have proved to be an immediate hit, and also helped cement We Love Surveys’ place as an important player in pharmacy customer experience – they will now provide feedback solutions for more than 350 UK pharmacies.

“Avicenna had an extremely successful launch which saw them collect almost 5,000 responses in the first six weeks across their 43 branches,” said We Love Surveys CEO Helen Dargie.

“We are so proud to be partnering with Avicenna across the UK. Their passion for delivering excellent service to customers, even during challenging times, has been really impressive.

“To launch a solution to collect feedback every day shows their care and commitment to serving their local communities, and pharmacy managers now have the ability to develop service based on locally-driven feedback.

“We are looking forward to working closely with Avicenna in the coming months and are thrilled to be the chosen partner for their customer experience programme.”

This new partnership with Avicenna sees We Love Surveys boost their burgeoning portfolio of pharmacies. They already provide feedback solutions to Day Lewis, one of the largest independent pharmacy chains in the UK and Europe with more than 270 pharmacies, as well as Lindsay & Gilmour, one of Scotland’s oldest pharmacies with 30 outlets.

The coronavirus pandemic proved the catalyst for Avicenna reaching out to We Love Surveys. With vulnerable customers relying on their pharmacies, Avicenna were eager to provide a better, improved customer experience during and after coronavirus.

Avicenna COO Nick Clark said: “We pressed on during COVID as we had decided we needed an in-the-moment feedback mechanism before the pandemic hit.

“We like the in-the-moment feedback We Love Surveys offer. With multiple questions, it fits our requirements perfectly. The set-up and installation is easy, and the flow of data fits our reporting platform of Power BI.

“Feedback is important during these unprecedented times, as the way we operate and serve our customers has changed and we need to understand if we are getting it right.”

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