



PHARMACY CHAIN STORE RESET AND MERCHANDISING SUPPORT

Case Study: Retail Services – Pharmacy Chain

A large pharmacy chain needed a **merchandising and store reset partner**. The customer had an in-house store setup and reset team, but required **extra resources for upcoming projects**.

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A large pharmacy chain that focuses on growth, not in numbers, but stature and quality, required the support of RGIS. The company is comprised of over 70 unique pharmacies across the country, with plans to grow through a strategic and careful acquisition plan.

REQUIREMENT

The pharmacy chain needed a **merchandising and store reset partner**. Although the customer had an in-house store setup and reset team, there were not enough staff for upcoming projects, so required RGIS to provide the following:

- **Experience** within a pharmacy environment
- **Nationwide coverage**
- A team of experienced merchandisers that would be able to **follow the direction and support the needs of in-house teams**
- Stores had to be **set to a planogram**
- All merchandising aids installed by **moving and backfilling stock**

SOLUTION

The pharmacy chain partnered with RGIS to complete the **store reset project**, and RGIS provided the following:

- All pharmacy chain stores were **scheduled within a set time frame**
- RGIS worked with the pharmacy chain to **develop a training programme**
- Training detailed the **processes and procedures for RGIS employees**
- RGIS merchandisers **efficiently executed planograms** and other store support that was required

RESULTS

The pharmacy chain found by outsourcing the **store reset project** to RGIS, the following results were achieved:

- RGIS provided more than **25,000 hours per year**, over the first three years of the retail services contract
- Customer satisfaction evaluations (completed after each project) had a **94% average satisfaction rate**
- The customer's employees have reported the **desire to work with RGIS again**
- Experienced RGIS merchandisers are **immediately available for the pharmacy chain** as required, across the country, thanks to the training program in place

By partnering with RGIS, the pharmacy chain had the **support of RGIS over the first three years of the retail services contract**, providing more than **25,000 hours per year**, to support the **in-house team**



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People Services



Training Programme



Nationwide Coverage



Collaborative Approach



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