

Lapsed Customer Policy

Date of first issue	May 2013
Pm008	GEN004
Version	2.0
Revised Date	Jan 16

Contents

Section 1 – Introduction

- 1.1 Context
- 1.2 Purpose

Section 2 – Procedure

- 2.1 Lapsed Customer Report
- 2.2 Quota
- 2.3 Call Process
- 2.4 Recognising if the customer returns

Introduction

1.1 Context

The Policy is designed to outline the framework for pharmacies to contact their Lapsed Customers.

1.2 Purpose

The purpose of this exercise is to increase the footfall back into the pharmacy by engaging with former customers to understand the following:

1. Why the customer left?
2. How we can better meet the customers' expectations?
3. Engage with the lapsed customer and open the opportunity for them to return to our pharmacy.

Procedure

2.1 Lapsed Customer Report

The Lapsed Customer report will be run and distributed to each pharmacy at the beginning of each month. This report is by customer number.

The report will show customers who have previously collected their prescription in the pharmacy on a regular basis and have not returned to the pharmacy in 30 days or more.

The pharmacy is to check the report for those customers who:

- Are deceased
- Are known to have relocated
- Do not get their medication regularly (e.g. contraceptive pill)
- Have 2 files on record
- Are known to no longer use the pharmacy for a valid reason (in prison, in a nursing home)

The above customers details should be recorded on the report, their status may be known in advance of any call.

2.2 Target

For those customers whose status is unknown, a senior team member, most often the MP, should call them in line with patient care.

For distressed pharmacies or pharmacies where there have been a larger number of customers lost, an increased number of calls made per month will be agreed with the Territory Manager.

If the pharmacy feels there is a resource issue in getting these calls completed, this should be discussed with the Territory Manager.

2.3 Call Process

For someone doing these calls for the first time it can be a little daunting. The best way to see the call is as a friendly call with a valued customer. Our primary purpose is to establish the customer is adhering to their medication, if we can understand why they are no longer using our pharmacy, then that's an added benefit.

The phone call should ideally follow this sequence:

- Contact the patient
- Tell them who you are
- Apologise for disturbing them and ask them if it is a good time for them to take the call
- Tell them that you wanted to check that they were still on their medication as you noticed they hadn't been to the pharmacy.
- Note their answer as above on the Lapsed Customer Tracker.
- If they have left to use another pharmacy tell them you are pleased they are still taking their medication that is the most important thing.
- We don't need to ask them outright why they left, instead a more open question is;
 - "is there anything that you think we can improve in the pharmacy"
 - People like to be asked their opinion and the reason for leaving may emerge.
 1. If it's price related tell them about our new pricing
 2. If there was an issue with a locum, gather the facts and apologise
 3. If there was a customer service issue gather the facts, apologise and commit to solve the problem.
- This call is a great opportunity to re-establish the contact with the customer; it's not a hard sell.
- Thank them for taking the call, tell them you are there for them if they need anything and are welcome to call in to see you anytime.
 - If you haven't already you can inform them of the new prescription pricing
 - Tell them we are there for them should they need us
 - We have a new pharmacist – 'I am the new pharmacist', if applicable
 - If planning a screening/event – invite them to it.

- If it was an customer service issue:
 - Apologise and offer €10 voucher as a gesture of appreciation for them telling you about the issue. Ask if they want to call in for it or you can post it to them.

2.4 Welcome Returning Customers

In a sector experiencing declining revenues the retention of our customers and the recovery of lapsed customers are of paramount importance.

When you ring a customer on the lapsed customer report:

- Complete the spread sheet
- Log onto MPS and search for the customer
- Write the following comment into the Patients note section – ‘Lapsed Customer contacted in Month 2013 (e.g. May 2013)’
- Click on the Additional Information Button on the bottom of the page
- Tick the ‘warn if patient has comment’ box.

If the customer returns with a prescription, on searching for the customer, a note will appear saying ‘Please discreetly inform the pharmacist of this comment’.

The pharmacist should greet the returning customer and thank them for their loyalty to the pharmacy. It is critical that any commitments that were made to the customer are followed through.