

CASE STUDY

National Pharmacies



National Pharmacies uses the 3radical Voco platform to increase retail basket value by 120% and drive a 7 fold increase in engagement with promotional offers.

Being a progressive and innovative retailer, National Pharmacies saw the value in using game science to motivate consumer behaviour and choosing a customer engagement platform that would allow non-technical business users to drive fun engaging interactive experiences throughout the entire membership customer journey for each individual.

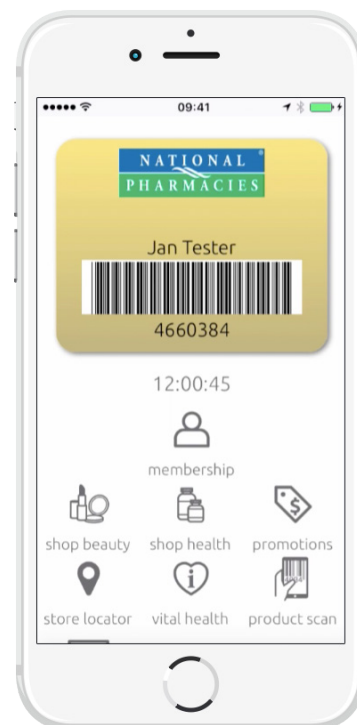


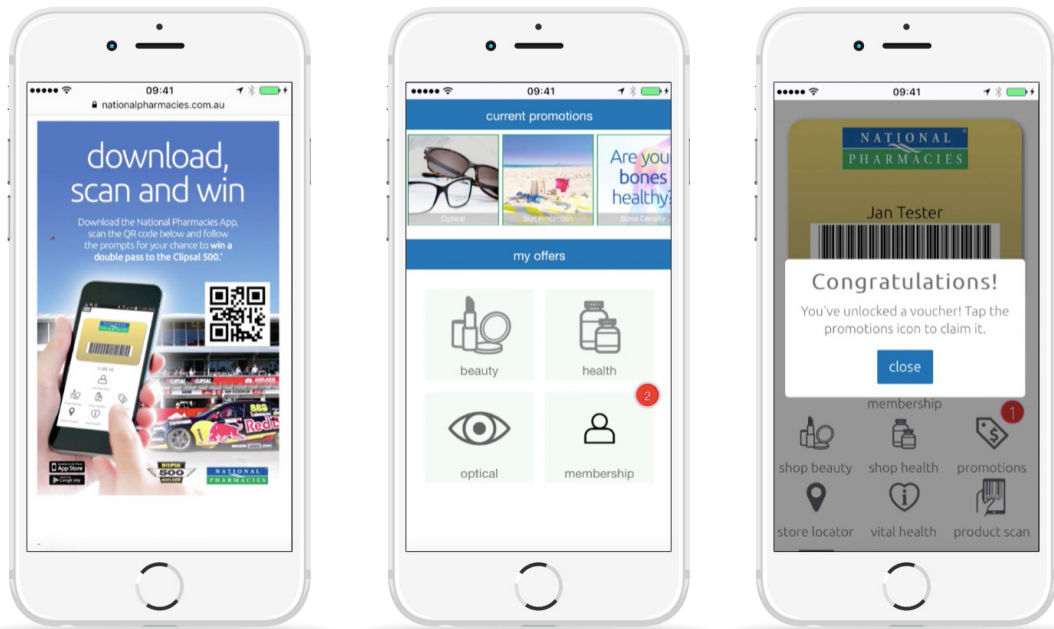
THE CHALLENGE

National Pharmacies recognised that providing marketers with the ability to originate fresh, interesting, promotional content in a timely and targeted manner was key in maintaining engagement to drive membership renewals and increase in both store and online transactions.

However, promotions and offers were based on traditional campaign management principles to a fixed timeline schedule of promotions, sent in the form of virtual vouchers through the National Pharmacies mobile app and emails.

What National Pharmacies required was a non-technical, business user friendly customer engagement platform to configure and deploy voucher-based offers to members in real-time based on their demographic and behaviour through the National Pharmacies' existing mobile app, email, and online store platforms.





THE SOLUTION

The 3radical Voco platform was integrated into National Pharmacies' digital ecosystem, along with the Oracle Mobile Cloud Service and Microsoft Dynamics CRM.

Using the 3radical Voco platform, a mobile responsive web app was embedded within the authenticated National Pharmacies member app through which non-technical business users could manage the release of content and voucher promotions.

Time-bound vouchers are typically released which are set to expire after a period of time, with a countdown timer shown in the voucher wallet, reminding National Pharmacies members to use the voucher.

Through various data points from the National Pharmacies member database, 3radical Voco was used to automatically trigger a series of relevant personalised promotions based on a National Pharmacies member's demographic and transactional data history.

Relevant voucher promotions are also triggered

by external factors in real-time, e.g. high temperatures or high pollen levels in a National Pharmacies member's location.

Other promotional triggers required members to scan promotional QR codes distributed around the National Pharmacies stores, effectively driving consumers into stores during promotional events.

“ By delivering individual, real-time, fun and engaging digital content into our app and other digital channels using the 3radical Voco platform, we saw an increase in retail basket value of 120%. We also saw our promotions drive incredible engagement - with up to a 7 fold increase in voucher redemption. All this is delivered by our own marketing team using the 3radical Voco platform and the integration with Oracle Mobile Cloud Service and Microsoft Dynamics CRM makes everything really efficient for us. ”

Ryan Klose
Executive General Manager, Corporate



THE BENEFITS

Awareness

The National Pharmacies Promotions mobile app has approx. 50,000 members who have downloaded to date.



Engagement

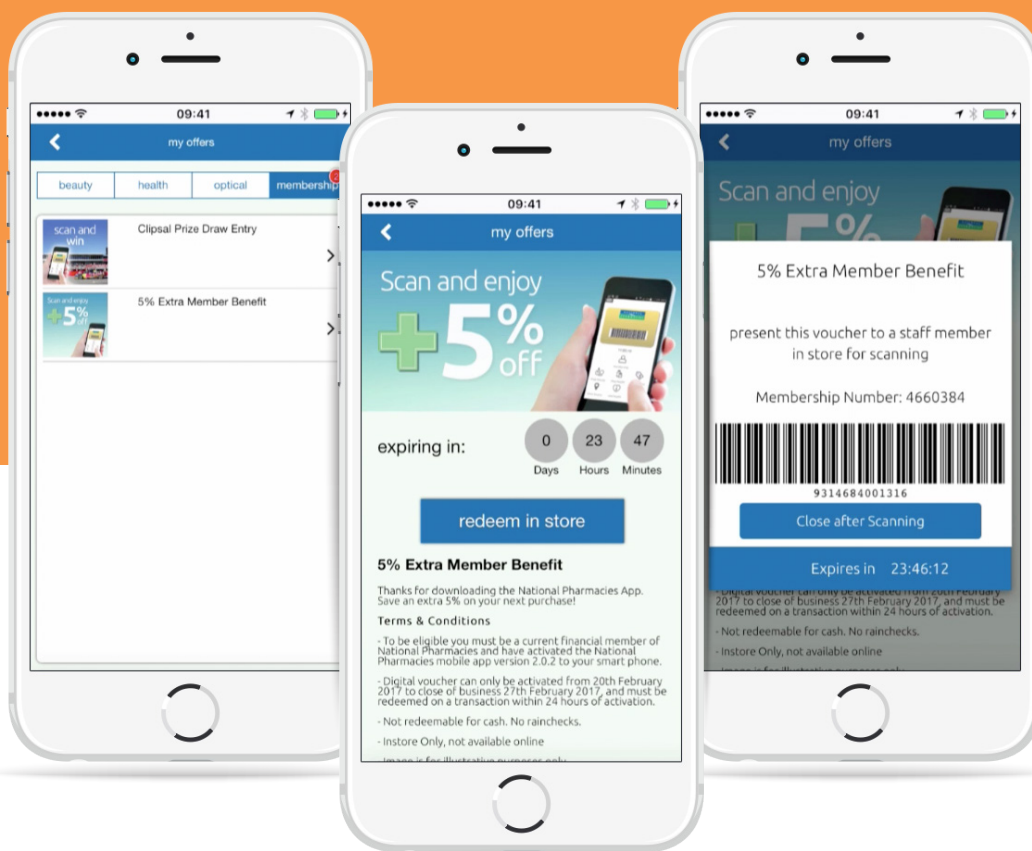
National Pharmacies' 'Short Fuse' Countdown Promotion through the mobile app led to an additional 5000 members downloading the member mobile app and a doubling of the monthly active user base.



Sales

The National Pharmacies members app voucher promotions that run through the 3radical Voco platform have led to 120% increase in retail basket value.

Staggering improvements of 253% to 700% increase in voucher redemptions over previous voucher campaigns run through email have also driven sales.



CHALLENGE	SOLUTION
The ability to originate fresh, interesting, promotional content in a timely and targeted manner into an existing mobile app, email, and online store.	The 3radical Voco platform was integrated into National Pharmacies' digital ecosystem, along with the Oracle Mobile Cloud Service and Microsoft Dynamics CRM.
Provide timely, contextual offers, and content to members to drive membership renewals and increased store and online transactions	Use 3radical Voco to automatically trigger a series of relevant personalised promotions based on a National Pharmacies member's demographic and transactional data history. Make the offer interactive and fun.
Increase store visits during promotional period	Use of various promotional triggers, such as distributing and placing QR codes at stores.
Reminders to use voucher	Time-bound vouchers with mobile push notifications.

About National Pharmacies

National Pharmacies is a well-known and highly respected South Australian-based organisation, caring for the community since 1911. National Pharmacies pride themselves on providing high quality customer service to both members and the public, offering a wide range of products and services.

Today, National Pharmacies operations include pharmacies in metropolitan and regional South Australia, Victoria and New South Wales, Optical Outlets in South Australia and Victoria, and a Distribution Centre through which in excess of 70% of their stock is purchased and distributed.



ABOUT 3radical

Organisations today are increasingly competing on the experience they deliver to their customers.

- To win, they must find new ways of engaging:
- their employees - giving them the information, tools and networks they need to be engaged and effective
 - their consumers - getting and keeping their attention over time

3radical has developed a software platform, Voco, which comes with a set of built-in best practices to promote relevant behaviours and achieve exceptional engagement with these audiences.

Voco enables business users to create personalised and interactive experiences in a real-time environment by delivering informative, relevant, and interesting content using a cross-channel approach via existing digital channels such as web,email, mobile app, social and chat.

UK
+44 117 344 5008
Singapore
+65 6407 1390
Australia
+61 289 737 506

North America
+1 224 360 6190

w: www.3radical.com

e: info@3radical.com

t: [@3radicaltweets](https://twitter.com/3radicaltweets)

l: linkedin.com/company/3radical