

# PRESS RELEASE

## UK's leading independent pharmacy support group helping to take pressure off NHS by using innovative feedback solution

At a time when people are relying more and more on their community pharmacies, the UK's largest independent pharmacy support group has implemented an innovative feedback solution to better listen to their customers' needs and, ultimately, deliver an improved service.

Avicenna, with 135 of their own managed stores and a network of support to more than 1,000 independently owned pharmacies across the country, are eager to do what they can to help ease the pressure the pandemic has placed upon the NHS and GP services during the last 18 months.

The pandemic has increasingly seen people use pharmacies within their community – if they are struggling to get face-to-face appointments with their GP, or if they don't want to put additional pressure on the NHS, they are turning to their local pharmacy.

Using Buzz Boxes – the customer feedback solution provided by specialist firm We Love Surveys – has enabled Avicenna to better support their local communities and shoulder some of that pressure currently placed on the NHS and GP practices.

The innovative Buzz Boxes allow customers to leave feedback, quickly and easily, on their experiences in Avicenna pharmacies. Both positive and negative feedback at this crucial time needs to be acknowledged and utilised to improve the customer experience, which in turn supports staff and improves service.

Avicenna is a data-driven business – all their decisions are based on facts provided by a variety of data. This is also true for their customer experience metrics, of which they have had over 20,000 responses in the first year, leading to a rapid expansion of the feedback programme.

When Avicenna acquired pharmacy businesses Dudley Taylor (57 branches) and Sheppards (34 branches), Buzz Boxes were installed to understand their customers in the community.

“As an organisation, we believe in and trust the power of data for our decision making,” said Avicenna COO Nick Clark.

“The pandemic has certainly brought more people to their local pharmacy when GP services are reduced, and they are a central part of any community. Implementing Buzz Boxes in every site is a key part of a suite of data for each location, and we believe that it has a powerful impact on understanding the impact of what we do as a business or what we are going through as a society.

“We do not use the feedback to find what is going wrong, we use it as a positive tool. This drives engagement in the team and, as a result, drives patients and customers to give their feedback freely and frequently.”

We Love Surveys, who are based at Loughborough University’s Enterprise & Science Park, partnered with Avicenna in 2020. Since then, the partnership has gone from strength to strength.

“We are so proud to be a business partner with Avicenna,” said We Love Surveys CEO Helen Dargie. “It’s brilliant to see an organisation that is investing in understanding customers.

“The way they use such a wide range of data and see each element as just as important as the next is refreshing. Quite often, customer feedback is a ‘nice to have’, and Avicenna prove daily why it is vital to have.”

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FURTHER INFORMATION:

For more about We Love Surveys, visit: [welovesurveys.co.uk](https://welovesurveys.co.uk)

For more about Avicenna, visit: [avicenna.org](https://avicenna.org)

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