



Meeting the Multiple Needs of Today's Grocery Shopper



The strong connection between the food we eat and our health is well-understood by consumers. Plus today's customers seek the convenience of one-stop shopping to save time. So it's no surprise that they are buying in to the concept of pharmacy and health services integrated with their grocery shopping experience.

Cisco Connected Grocery Solutions support you in meeting the challenges of delivering pharmacy and health services within the supermarket environment. They help you take advantage of technology that can improve operational efficiencies, control costs, increase revenues, and build customer loyalty.

Cisco Pharmacy Solutions

The Cisco Customer Voice Portal for Pharmacy enhances the shopping experience for customers while managing the workload of pharmacy staff.

Offsite call center services process prescription and refill requests, reducing in-store pharmacist workload and allowing for outstanding customer service and increased productivity. Pharmacy personnel answer fewer outside calls, enabling them to be more productive and responsive to in-store customers. The solution also leads to improved service during times when pharmacists are in short supply.



Customers get greater convenience since they can utilize a single phone number for the pharmacy services they require most often. They receive prompt assistance 24 hours a day, whether they are inside or outside of your store.

The Cisco Virtual Expert for Pharmacy assures that pharmacy expertise is available at each of your locations. If store staff members are unavailable, the solution connects in-store customers with a remote pharmacist. Shoppers get on-the-spot answers to their specific questions. Plus the offsite pharmacist can recommend remedies and products to support the customer's comfort and health needs.

Contact Cisco Today to Learn More

A Cisco representative will be happy to contact you after the FMI Supermarket Pharmacy Conference to discuss your needs. Or you may reach Kathy Kyllonen, Cisco Retail Solutions Director, at 408-894-8860 or kkyllone@cisco.com.

Visit our Cisco web site for more information on Cisco Connected Retail Solutions. www.cisco.com/go/retail

Helping Pharmacies Compete

Cisco Connected Grocery Solutions offer opportunities to integrate pharmacy and health services into grocery stores, so you can be

- **Responsive and Agile** – Build a flexible IT infrastructure to support your business during changing economic conditions; the solution helps pharmacies meet customer demands and stay ahead of the competition
- **Trusted** – Ensure the security of financial data and consumer information as well as product safety
- **Appealing** – Increase customer loyalty through convenient, positive experiences; improve worker retention and morale
- **Efficient** – Enable your employees to be more productive



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