

# KEEPING CUSTOMERS HAPPY: Improving customer service with accurate, detailed delivery information

## THE CHALLENGE

Not being able to answer customers' questions when they call is not good for business. Unfortunately, this was a problem PayLess Pharmacy was all too familiar with. Not able to keep track of the paper trail, they were having problems keeping customers happy and informed. So they would re-send drugs, just to keep customers happy. "It was an issue," said Curtis Poach, Consultant for PayLess Pharmacy, "and we were starting to lose customers because of that."

## THE SOLUTION

In their search for a solution to their delivery and customer service problems, they turned to Integra because of their experience with DocuTrack and Integra. "We chose DeliveryTrack because of the relationship we had with Integra," said Poach.

## RESULTS

"The biggest thing is that customers are much happier," said Poach. "When they call, we can give them an answer right then and there: who signed for it and when they signed for it. Ninety-nine percent of the time they are happy."

"Because the [pharmacists and processors] get quite a few calls, they like being able to give answers to the customers, which is very helpful for the processes and customer service."

Another benefit for PayLess is DeliveryTrack's integration with DocuTrack. "The best part is being able to get real-time information from DeliveryTrack integrated with DocuTrack," said Poach. "All the staff up front have to do is search a Rx number to pull the information up on the screen to answer a customer question."

### About PayLess Pharmacy

PayLess Pharmacy uses DocuTrack, DeliveryTrack, and HBS to serve the LTC markets in Washington, Oregon, Idaho, and Montana.

"There were times when we couldn't find a delivery confirmation or the drug. So to keep the customer happy, we would re-send medications. We don't have to do that anymore."

***"The best part is being able to get real-time information from DeliveryTrack integrated with DocuTrack...so all the staff up front have to do is search a Rx number to pull information up on the screen to answer a customer question."***

### Staff Adaptability

Payless's in-pharmacy staff adapted easily. "[Pharmacists] just have to be trained to do a DocuTrack search on an Rx number to pull the information back from DeliveryTrack," said Poach. "They don't have to be trained to do anything else. That's huge."

"The hardest part is getting them to know they can do it. That's the only training issue, 'Hey, it's available, go and do it.' I've been in there and said, 'remember I showed you guys how to do this,' and they say 'Oh, yeah... I forgot.' So DeliveryTrack has been great for staff to learn and use."

**Learn how DeliveryTrack can help your pharmacy.**

**(866) 257-4279 | [sales@integragroup.com](mailto:sales@integragroup.com)**

**[www.integragroup.com](http://www.integragroup.com)**