

SUCCESS STORY



The Polytouch® 32" PASSPORT in pharmacies

Aversi is the largest pharmacy chain in the Republic of Georgia. With the introduction of Pyramid Computer's self-service terminals, more and more of its branches are adding value for both customers and staff.

One of the key tasks of pharmacists and their staff is to advise customers about the effects of medication and medical products. Their responsibilities also include preparing medication according to a doctor's prescription

ers waiting to be served. Against this background, Aversi launched a survey in 2019 to find out about consumer attitude towards self-service solutions. The findings were encouraging, and self-checkout solutions were

The challenge

In pharmacies, time for the staff is a precious commodity. The balancing act between the core business - supplying customers with pharmaceutical goods and services - and the sales activities of billing and cashing is difficult.

How do employees get more time for consulting on medications, medication management, preventive measures and health tests?

Some elder people think, that it's hard to get into technical innovations.

and providing medical aids or delivery services to people who are unable to leave their homes. There is often not enough time for these important jobs, either due to staff shortages or because of long queues of custom-

ers subsequently introduced in a select number of branches for standard non-medicinal products. Management agreed that this innovation broke new ground in the industry.

„This technology is familiar in many areas, although it was innovation in the pharmaceutical sector [...]. We treated it as a challenge, as an opportunity to create more comfort for our customers. First, we observed a several devices, but fast it become clear, that Pyramid´s PASSPORT is exactly the kind of terminal, we need to implement in our pharmaceutical chain.“

Keti Meladze, Marketing Director of Pharmacy Network

PYRAMID



The solution

Introduction of Self-Information and Self-Checkout for the pharmacy's usual customers can use Pyramid Computer's Polytouch Passport to find out about the items and pay for their purchases without having to visit the staff.

This has more capacity for the pharmacy's core business.



Background

Aversi chose the 32" PASSPORT from Polytouch® for its high performance, small footprint and ease of installation. Measuring just 460mm wide and 290mm deep, the terminal only takes up a small amount of space, and its two installation options – stand-mounted or wall-mounted – enable it to be placed in a variety of locations.

Another advantage of PASSPORT is that it can be installed and set up in just a few easy steps without tools, and can be equally easily altered if the shop design ever changes in the future.

With PASSPORT, adding or changing peripheral modules later on is absolutely effortless, so that adapting the system to specific use cases is totally flexible and cost-efficient. Aversi made practical use of these advantages when they decided to integrate a second payment option into the housing (called the Belly) that enables customers to participate in the company's loyalty program.

The design of PASSPORT is aesthetically pleasing, too. In Georgia, Aversi is known for its innovative, customer-focused, contemporary pharmacies, and the technical and visual design of PASSPORT reflects this brand message beautifully.

The peripheral module is fully integrated into the display frame and the body of the kiosk, giving it a sleek and welcoming look that encourages customers to use it.

Aversi started rolling out the PASSPORT solution across the country in the fall of 2021 – and more and more customers are now choosing cosmetics or personal care products from the shelves or displays, and paying for them using the kiosk terminal.

Customers across all age groups have reacted positively to the self-service terminal. Eugenia Nemsadze likes the fact that it saves her time and that the kiosk technology helps with the social distancing that has emerged out of the pandemic:

"This terminal helps me to save time and because of the pandemic, I feel better to have less communication with others. The main reason I visit pharmacies is to buy cosmetics and personal care products and using a kiosk, this process became much easier and safer for me."

After using PASSPORT for the first time, 76-year old Aversi customer Neli Labadze recommended that her generation put aside their misgivings about self-service technologies and give them a try: "I can see the notation, price and additional info about discounts and bonuses. This is very transparent [...]. That is the reason I like the kiosk."

PYRAMID

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Videos



Aunt Lia - First SCO



Evoid endless queues



Who will be faster?



Background

“Some elderly people think that it’s hard to use technical innovations. I myself was thinking the same, but after I tried this terminal, I can definitely say that we are living in the age of technology and have to keep up with it. My advice: Try it too!”

The terminal reduces the time pharmacy staff has to operate the till, giving them more time to consult those patients who most need their expert help. These customers, who rely heavily on the staff’s advice, now benefit from significantly reduced waiting times.

But these are not the only benefits PASSPORT has brought to Aversi’s pharmacies – in addition to the self-checkout solution, the multi-functional terminal enables customers to search for specific items, prices or ingredients, on its large 32” touchscreen display.

To access product information on an item picked from a shelf or display, customers can simply hold the barcode under the scanner and the details will appear on the screen. Maka Gagua says:

“It is very easy and comfortable to scan a product and get all the information I need, including annotation, price and additional info about discounts and bonuses. This is very transparent [...]. That is the reason I like the kiosk.”

Since its foundation in 1994, Aversi has consistently introduced the latest technologies to improve customer experience, their employees’ work environment and the efficiency of their internal processes. Pyramid Computer GmbH is proud that their Polytouch® 32” PASSPORT kiosk terminal has been supporting Aversi with the ongoing optimization of its business model. Over the next two years, Aversi plans to equip all pharmacies with terminals, showing that Polytouch® is the ideal solution when it comes to the digitization of pharmacies with multi-functional kiosk terminals.

The Benefit.

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