



Walgreens Improves Quality of Life with Mobile App

Walgreens' Objectives

- Improve customer adherence to medication regimens.
- Increase operational efficiency.
- Make customer experience better through customized prescription alerts via push notification.

Walgreens is the nation's largest drugstore chain: 244,000 employees operating 7,919 drugstores in all 50 states, the District of Columbia and Puerto Rico and generating fiscal 2011 sales of \$72 billion. Every day the company provides nearly 6 million customers multichannel access to consumer goods and services, cost-effective pharmacy, health and wellness advice.

Walgreens has always placed importance on innovation, embracing new advertising channels early on and offering private-label alternatives to more costly products — naturally the brand wanted a mobile strategy that included push notifications — to better customer lives.


Walgreens uses Urban Airship's location capabilities to increase operational efficiency, improve customer adherence to medication regimens and boost customer experience. The company also leverages Urban Airship application programming interfaces (APIs) to create automated refill reminders at the right time. When a customer responds to a push notification reminding them to refill a prescription and then uses the refill-by-scan capability, the reorder goes straight from their smartphone



Walgreens's app uses barcode scanning and push notifications for a quick and easy prescription refill experience.

RESULTS

 **Increase operational efficiency**

 **Improve customer adherence to medication regimens**

“We actually see our push notifications resulting in increased follow-through in refilling prescriptions and see improved adherence with our daily pill reminder app. Mobile apps provide increased functionality that benefits our customers and workflow alike.”

Mark Shaffer,
Mobile Planning and Analysis Manager, Walgreens

or tablet to the pharmacy. By using push notifications as an addition to email and text messages, in-store workflow planning is improved as wait time for the customer is eliminated.

“We’ve seen a measurable increase in customer responses when they receive refill reminders through more than one channel,” says Shaffer, mobile planning and analysis manager for Walgreens. “Our customers are not frustrated about receiving three messages – a text, an email and a push notification. They appear to be fine with it.”

One theory that could explain why people love this new service is that it is easy to forget to refill prescriptions or procrastinate. If they receive messages in three different formats, they are more likely to get the refill. This has been a big win for Walgreens.

Push notifications have worked so well for prescription refill alerts that Walgreens is investigating the use of this channel in other areas of its business:

- Reminding people when to take medications.
- Alerting customers when a prescription is ready for pickup.
- Notifying customers when photo prints are ready.
- Providing users with new in-app coupons.

Walgreens is continually exploring new ways in which to use mobile and push notifications to make life better for its customers.

“We can use push notifications to let customers know exactly when their photos are ready, which can help them use their time more efficiently, and we can help people improve their health by reminding them when to take their pills or order a refill, says Shaffer. We are always looking for new ways to add value to the customer experience, while making it fun and welcoming but also providing a relevant call to action.”