Staffino®

Boost Your Revenue with an Innovative Solution for Pharma & Cosmetics Companies

For over four years, Staffino has been the go-to XM platform for global pharmaceutical and cosmetics firms. Catering to both B2B and B2C sectors, we empower businesses to enhance customer and employee experiences, driving growth and unlocking new revenue streams.

Dr.Max⁺   alphega pharmacy   nutra   htss.   L'OCCITANE EN PROVENCE

Don't rely on a single mystery shopper's visit when you have hundreds of your own opinionated customers!

Mastery Shopping®

- Place QR codes in your venues and collect spontaneous feedback effortlessly
- Send out engaging customer satisfaction surveys after online purchases
- Solicit feedback from loyalty card holders through emails, SMS, or messaging apps

Trending Staffino Products in the Pharma & Cosmetics Sector

STAFFINO **Employee Gamification**

STAFFINO **CX Metrics**

STAFFINO **Employee Recognition**

STAFFINO **Feedback Management**

Case Study:

Dr.Max⁺

Dr.Max Slovakia Transforms Its Customer Experience and Drives Revenue Growth

The third largest pharmacy chain in Europe, operating a vast network of 3,000 pharmacies in seven countries.

TOP SOLUTIONS USED

? Staffino Mastery Shopping®

ooo Staffino Standard Feedback

★ Staffino CSAT

NPS Staffino NPS

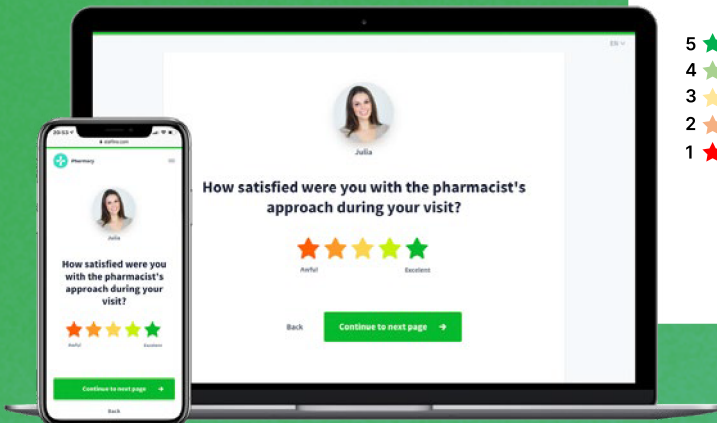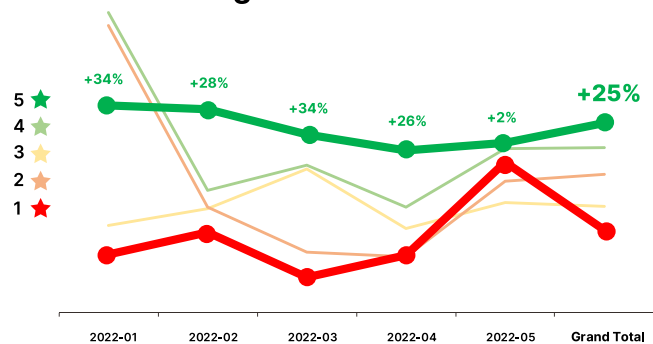| PHARMACIES	EMPLOYEES	CUSTOMER FEEDBACK	DURATION
300+	**1,200+**	**160,000+**	**2018–2021**

"Thanks to Staffino, we know exactly which branch has systemic issues with the shopping experience and which pharmacists made our customers feel a certain way."

Jan Zak
CEO / Dr.Max Slovakia

Dr.Max⁺

Average basket size

5 ★
4 ★
3 ★
2 ★
1 ★

+34%   +28%   +34%   +26%   +2%   **+25%**

2022-01   2022-02   2022-03   2022-04   2022-05   Grand Total

How satisfied were you with the pharmacist's approach during your visit?

Awful — Excellent

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#1 Great attitude of pharmacist **» 25% bigger basket size**

We discovered that there is a strong correlation between the approach of the pharmacist and the average basket size.

Approach of personnel

2019   Top box 78,9%
100%
75%
50%

2022   Top box 86,6%
100%
75%
50%
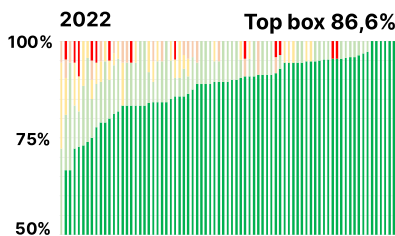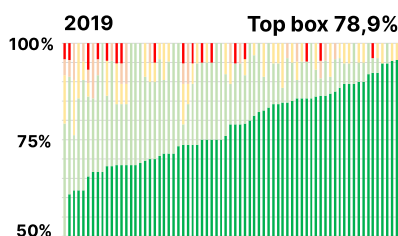
#2 Daily monitoring and corrections of pharmacists' approach **» dramatically improved performance**

Try our easy-to-use online XM platform for free!

L'Occitane Romania Uncovers Untapped Sales Opportunities Through Its CX Programme

International manufacturer and retailer of sustainable beauty and wellness products, operating in over 90 countries through more than 3,000 stores worldwide.

TOP SOLUTIONS USED

Staffino Mastery Shopping®

Staffino Standard Feedback

Staffino CSAT

Staffino NPS

| STORES	CUSTOMER FEEDBACK	DURATION
6	**2,400+**	**02/2022»PRESENT**

#1 NPS Promoters shop more often, making **17% more purchases**

The case study reveals a positive relationship between customer loyalty and purchasing frequency. Promoters tend to shop more frequently, resulting in a 17% increase in purchase instances. This underlines the importance of customer satisfaction in driving repeat business and increasing sales volume.

	Number of purchases per customer
Detractors	1,8
Neutrals	1,5
Promoters	2,1

+17% more purchases per customer
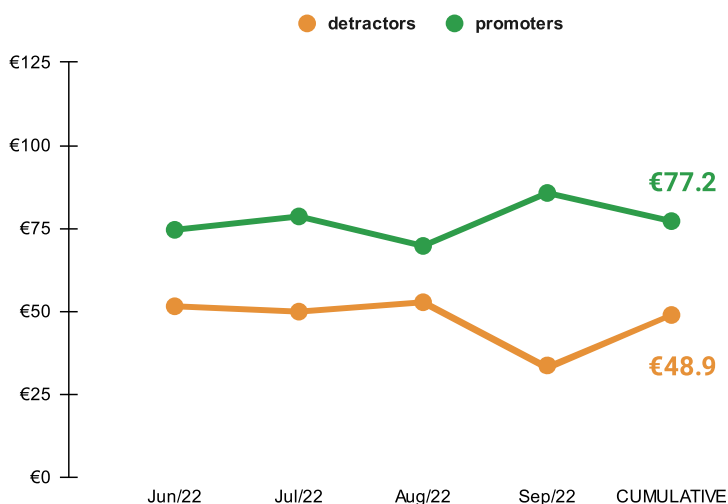
#2 Satisfied customers spend **58% more per purchase, which equals approximately €28**

We have discovered a correlation between customer satisfaction and spending habits. Promoters, or those identified as loyal customers through the NPS, exhibit a 58% increase in spending per purchase. This highlights the significant impact of customer experience on enhancing revenue.

Line chart comparing detractors and promoters spending from Jun/22 to Cumulative. Promoters: €77.2 cumulative. Detractors: €48.9 cumulative.

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