

FORMATION OF CUSTOMER LOYALTY IN PHARMACIES

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Introduction. Today the customer should be won every day. First of all it is necessary to pay attention to increase of degree of loyalty of clients of a pharmacy. The client of a pharmacy is not just a source of receiving money, hi is the full-fledged partner. The true loyalty, along with use of services of your pharmacy, means commitment of the organization, approval of it purposes, means and ways of their achievement. Therefore purpose have to be most transparent and available to each of your clients. And to achieve it, each employee has to be the voluntary carrier and the sincere herald of your ideas. Customer loyalty marketing focuses on incentivizing your current customer base to make more purchases. Its refers to any kind of interaction that builds trust or a desire to maintain relationship with us. To build customer loyalty, customer experience management blends the physical, emotional and value elements of an experience into one cohesive experience.

Aim. The aim is to develop loyalty program elements for pharmacy customers. Based on the aim, formulated the following tasks: to study the theoretical foundations of marketing mix in pharmacy as a basis for the formation of customer loyalty; to analyze foreign and domestic experience in building loyalty programs; to identify factors and the most effective methods to increase customer loyalty; to analyze the situation with the client flow in pharmacies and identify problems and lacks of work with clients; to develop of proposals for the formation of loyalty programs for pharmacy.

Materials and methods. There are several methods for determining the level of loyalty heuristic (expert); differentiated; graphically mathematics and method of assessing the level of quality and price of loyalty.

Results and discussion. During preliminary researches, offered a number of actions for increase of loyalty of clients. Capture customer contact information: when a new customer comes into the pharmacy, want to obtain his/her permission to collect their name, phone number and email. Personally reach out: calling the patients to ask if they have questions concerning their new medications, according to some medication, they need to be followed. Go above and beyond: show the customer that you care, send written personal letters, thanking them for being a loyal customer, without any marketing messages. Remember special occasions: send regular customers birthday cards, sand gifts, but let's be special and unique. Let the customers know what you are doing for them. Create a points or loyalty program: so

important program, to create repeat customer, customer will continue to return in order to earn more points that could help save through merchandise discounts.

A loyal customer is one who is willing to invest in the relationship by sticking with your business even if your price is not always the best, at the same time your pharmacy offer the best service. Loyal customers will become the most effective “sales team” you could ever built, spreading the good news about your pharmacy to everyone in their network.

Along with the proper professional level of the pharmacy and its employees a significant factor in attracting and retaining customers advocate the purchase conditions and the presence of additional (related) services, namely, the extended mode; doctor consultations; availability of parking lots, ATMs at the pharmacy building; service on plastic cards; delivery of goods ordered; demonstration of medical devices in action and learning the rules of their use; the presence of the dressing; having its own pharmacy certificate; packaging buying branded bags and so on.

The call to the client, the letter, a congratulation on a holiday takes only 2-3 minutes of time of your employee, however sometimes they it is much more productive than thousands of dollars spent for advertising. Therefore, basis of any loyalty program of clients this maintenance of continuous human contact, bilateral exchange of positive emotions. However it happens so that the client after all leaves for various reasons: the financial policy of the company has changed, the management, etc. was replaced. But it is impossible to lose really loyal client with whom you managed to construct the deep, positive relations for 100% as even if he also leaves, he leaves happy. The client comes to a pharmacy when he has a problem. If you have managed to solve it from the first, qualitatively, completely, that the probability is high that the client remained happy. It is even better if the client has received more, than he counted. Such client can come again; can make the recommendation, referring not to low price, and to the fact that in your pharmacy he was really helped.

Conclusions. Thus, the formation of customer loyalty is a real investment in the long-term and productive relationship with consumers. Learning and development, increasing its professionalism, taking into account trends in the development of self-population, orientation to the intangible pharmacy assets, continuous improvement of product range and price policy, create and work with the customer database allows the pharmacy to achieve financial and economic activity desired results not only in the short term, but also in the long term.

The purpose of further researches it to develop system of loyalty for pharmacy of Lebanon. Pharmaceutical business of Lebanon has the features, which need to be considered during creation of programs of loyalty.