



JANZEN'S PHARMACY Thunder Bay, Ontario Customer Solution Case Study



Overview

Store: Janzen's Pharmacy

Location: Thunder Bay, Ontario

Retail Market: Pharmacy

Website: www.janzens.ca

Customer Profile

Janzen's Pharmacy, located in Thunder Bay, Ontario, has been providing clients with quality service and personalized care for more than 90 years. In addition to filling thousands of prescriptions a day, the company offers a wide range of customized pharmacy services to help promote a healthy lifestyle.

Business Situation

In recent years, Janzen's Pharmacy has experienced substantial growth. After adding a second location, the pharmacy required an all-in-one solution to serve the needs of their growing customer base.

Solution

Owner, Brenda Adams, chose the Star-Plus point of sale and retail management solution from Auto-Star Compusystems. Since implementing Star-Plus, Janzen's has significantly increased sales and operational efficiency, while continuing to provide the top quality service that they are known for.

Janzen's Pharmacy, located in Thunder Bay, Ontario, has been providing clients with quality service and personalized care for more than 90 years. In addition to filling thousands of prescriptions a day, the company offers a wide range of customized pharmacy services including long-term care, specialty compounding, diabetic support, and a team of highly trained specialists to help promote a healthy lifestyle.

Owner and Pharmacist, Brenda Adams, purchased the pharmacy in 2002, and has since added a second location to accommodate their rapid growth. In order to serve the needs of their growing customer base and offer cutting-edge technology, Janzen's installed Auto-Star Compusystems' Star-Plus point of sale solution. "We had experience with Auto-Star before in our existing store, so we were familiar with the capabilities of the system and knew it could do everything we would ever need it to," said Brenda. Since implementing Star-Plus, Janzen's has significantly increased sales and operational efficiency, while continuing to provide the top quality service that they are known for.

An All-In-One Solution

From tracking inventory to advanced reporting to managing customer A/R accounts, Star-Plus has provided Janzen's with a complete pharmacy solution. "Having all the information at our fingertips really allows us to look smart and confident when talking to customers," said Cathy Pratola, Pharmacy Manager.

Not only has Star-Plus become part of their communication with customers, the system has saved the company countless hours of time. "Without interrupting the accountant, I can quickly tell the customer what their balance is" explains Cathy. "We do a lot of problem solving at the store front because all the information is there. When you have 500 customers in just a few hours, it saves us a lot of time."

Janzen's is also able to monitor the performance of their second store without having to be onsite. Through a simple look up at either location, the store can view information such as products on file, inventory quantities, and rewards points.

Increased Sales & Inventory Turns

Janzen's has noticed huge improvements in inventory turnover since implementing Star-Plus. "My accountants call me the queen of turns," said Brenda. "Our turns are phenomenal here and we couldn't do it without the system." Janzen's uses Star-Plus to track their inventory on hand, make informed decisions about stock levels and identify customer trends. As a direct result, the pharmacy continues to show significant increases in sales. "We went from six employees eight years ago to almost 60 today and putting Star-Plus in the store has been a huge part of that," said Brenda.

Enhanced Customer Loyalty

The Customer Loyalty module has also proven to be a key tool; increasing customer retention, while adding value to their customers shopping experience. Janzen's Live Better – Save More rewards card allows customers to earn points on purchases at either of their locations which can be used towards savings on future purchases. Brenda is quick to comment, "Being a small business, Auto-Star puts you in an entirely new league in the eyes of the customer. It has allowed us to serve them so much better and provided us with a competitive edge. We tie the rewards program into everything that we do."



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Brenda Adams, Owner,
Janzen's Pharmacy
Thunder Bay, Ontario

First Class Service

Auto-Star was able complete the installation and train the staff on the system very quickly. According to Brenda, "The installation was seamless and our support technician was fabulous." The service did not end with the sale, as Auto-Star continues to provide Janzen's with outstanding support from their call center.

While Janzen's Pharmacy continues to expand their business, Owner, Brenda Adams, is confident that Star-Plus will be a key part of their success. "We have everything for the patient. That's what we stand by and Auto-Star helps us accomplish that."

Star-Plus

Auto-Star's Star-Plus solution is designed to assist businesses in achieving efficiency and effectiveness in the pharmacy market. For more information, please visit <http://www.auto-star.com/products-star-plus.htm>.