

Mapp Prescribes Exceptional Customer Experience To Boost LloydsPharmacy's Strategy

Mapp chosen to integrate customer intelligence at the core of the company's marketing

London, July 6, 2022 - [Mapp](#), the leading provider of insight-led customer experiences, has today announced LloydsPharmacy has selected its insight-led solution to integrate customer intelligence at the heart of its marketing.

LloydsPharmacy is a leading community pharmacy and healthcare provider with over 1,400 pharmacies across the UK, mainly in community and health centre locations. With 17,000 colleagues dispensing over 150 million prescription items every year, its main focus is on meeting the needs of its customers. LloydsPharmacy strives to provide customers with exceptional service and healthcare. Now with ramped up online demand, the company wanted to reflect this across all channels.

In order to deliver exceptional service for customers across all channels at scale, LloydsPharmacy needed to unify its unconnected data sets and profiles in one safe and secure place. To achieve this the company required a powerful Customer Data Platform (CDP) that integrates customer intelligence with omnichannel capabilities to enhance its marketing. LloydsPharmacy now uses Mapp Cloud and its analytics capabilities to unify its data points and truly understand each of its customers on an individual level.

The benefits of Mapp's offering

Mapp's cross-channel offering means LloydsPharmacy is now able to increase channel adoption, including social media and display advertising. Automating more customer journeys becomes seamless, including advanced replenishment journeys for prescriptions, and a real-time trigger campaign for customers in session.

The LloydsPharmacy Digital Marketing Team also benefits from Mapp's premium Customer Success team support, so they can totally focus on their marketing goals.

Looking to the future

LloydsPharmacy has big plans for the rest of 2022 and beyond, with plans to onboard other companies under its brands; Online Doctor and LloydsDirect services. Improving customer identification across all three brands will enable the provision of an enhanced customer experience. The company also plans to implement a full patient care journey including illness identification, recommended treatment, online pharmacy and repeat prescription services.

Phil Geary, Group Digital Director at LloydsPharmacy says, "Due to Covid-19, we've seen a huge increase in demand for our online services, as well as doctor/patient care. With Mapp's support, we will be able to not only truly understand all of our customers on an individual level, but also help them with each of their specific needs. We look forward to seeing what the future holds for this exciting partnership."

About Mapp

Marketers and data specialists should be able to focus on what will make a difference for their business, instead of spending all their time taming the technology behind it. With the #1 insight-led customer experience platform, Mapp Cloud, they can focus on what really counts - and the exciting insights that come with it. Thanks to customer intelligence and marketing analytics, companies can easily and effectively gain data-driven customer insights across all channels in order to trigger highly personalised marketing activities. Customers benefit from AI-supported forecasting models that enable targeted and self-optimising cross-channel campaigns. Automated messages are sent via the most suitable marketing channel, at the right time, with the optimal contact frequency. Thanks to advanced one-to-one personalisation, the highest levels of engagement and long-term customer loyalty are achieved.

Mapp operates globally with offices in seven countries and helps more than 700 brands including Farrow & Ball, West Ham United, Ella's Kitchen, Vivienne Westwood, The Entertainer, JYSK and Diageo.

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