Building solutions for Recurring Customers

Pharmeasy | Case Study

Presented by:
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Agenda

- Brief

- Understanding Company

- Problem Statement

- Solution Implementation

- KPIs to Measure

- Solution Evaluation

The Brief

Millions of chronic consumers have multiple recurring medications. Consumers need to manage

a) Remembering to take the doses on time.

b) Planning & ensuring that there is sufficient stock of the medicine at home.

A survey amongst this population has showed that most consumers are unable to plan this in advance & a typical journey would then be:

1. Go to a nearby pharmacy to replenish stocks

There is the hassle of stepping out of the home (also, the safety aspects under Covid) with no surety of getting the particular product at the nearby pharmacy. One then has to go to multiple pharmacies, to buy the medicine they need.

2. Re-order from an online pharmacy

This is not convenient since the consumer would have to go through the full funnel to be able to place the order & await as per the delivery TATs.

If you were a PM at Pharmeasy, how would you solve this?

Understanding Company

About

- PharmEasy has acquired Medlife, Thyrocare technologies, and Aknamed and has become the country's largest online pharmacy and online diagnostic entity. They are catering to the needs of over 2 million customers a month across 1000+ cities and towns.
- It targets patients with chronic illnesses, regular medicine buyers, hospital or local pharmacy store visitors and their goal is to make quality and affordable healthcare accessible to one and all.

Goals

- Provide a mechanism where customers are reminded to take their dose frequently.
- Provide a solution by ensuring there is sufficient stock of the medicine at home.

Pankaj is a sales manager at Company X. He has Type-2 diabetes and has a mother with BP problems as well.

Pankaj

Age: 36
Location: Mumbai
Occupation: Sales Manager
Education: Bachelors

GOALS

- Needs a safe way to order medicines
- To make sure to find an efficient way to track his and his mother's medicine.
- Have some discount for bulk ordering.

PAIN POINTS

- Some of the medicines keep changing, so sometimes all the medicines are not available at one store.
- Worried about the expiry of the medicines.
- His mother tends to forget which medicines need to be taken at what time.

HOBBIES AND INTERESTS

- Recharging
- Playing sports
- Taking care of plants
- Going to beaches

PERSONAL CHARACTERISTICS

- Down-to-earth
- Easy-going
- Independent

Problem Statement

01

 Customers are need to be reminded to take their dose frequently

02

Ensure there is sufficient stock of the medicine at home.

03

Difficulty in tracking medicines for family

01 Customers are need to be reminded to take their dose frequently

Remind them to consume medicine via alerts

About

- REMINDER TO TAKE MEDICINE → This will enable customers to set reminders via phone notifications, WhatsApp, and email.
- The Reminder tab will allow users to choose which medicines they need to be reminded to consume and at what time period (weekly, monthly, quarterly, etc.).
- Users can choose the medium through which they want to be reminded (e.g., WhatsApp, phone notifications, and email).

- **Raj needs to take medicine A in the morning and medicine B at night before sleeping. He has set reminders on WhatsApp at 9:30 am and 10 pm, respectively, to remind him to take the appropriate medicine. This way, he will receive timely reminders to take his medicine via WhatsApp.**
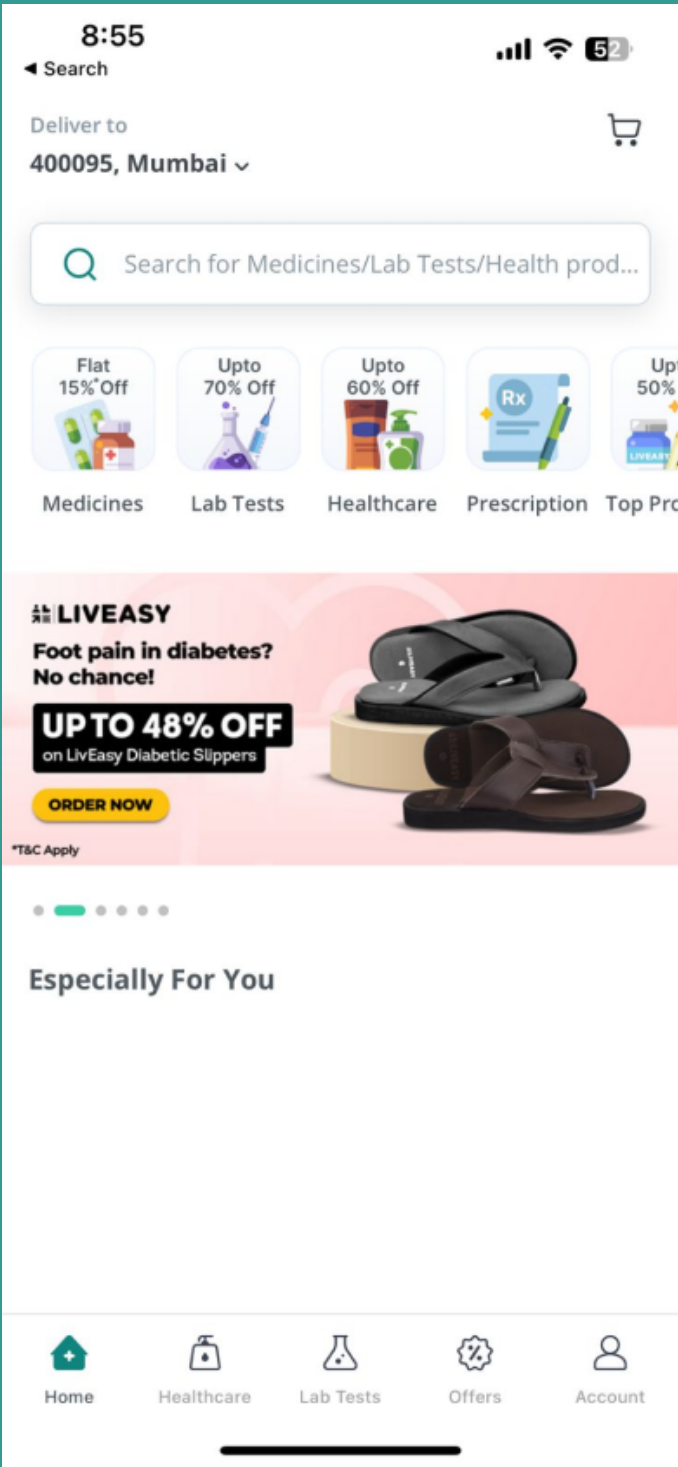
Why

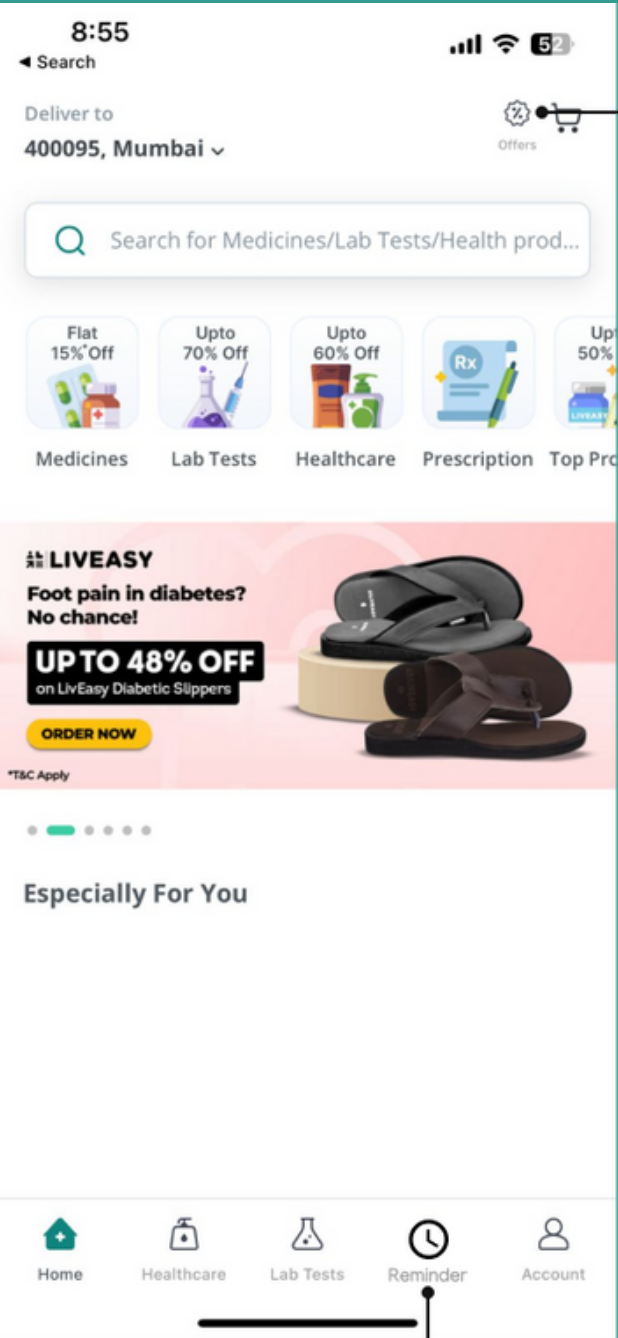- This will assist customers in their journey of habit formation, resulting in more efficient app usage.

Solution Implementation

1. Addition of Reminder Button on app.
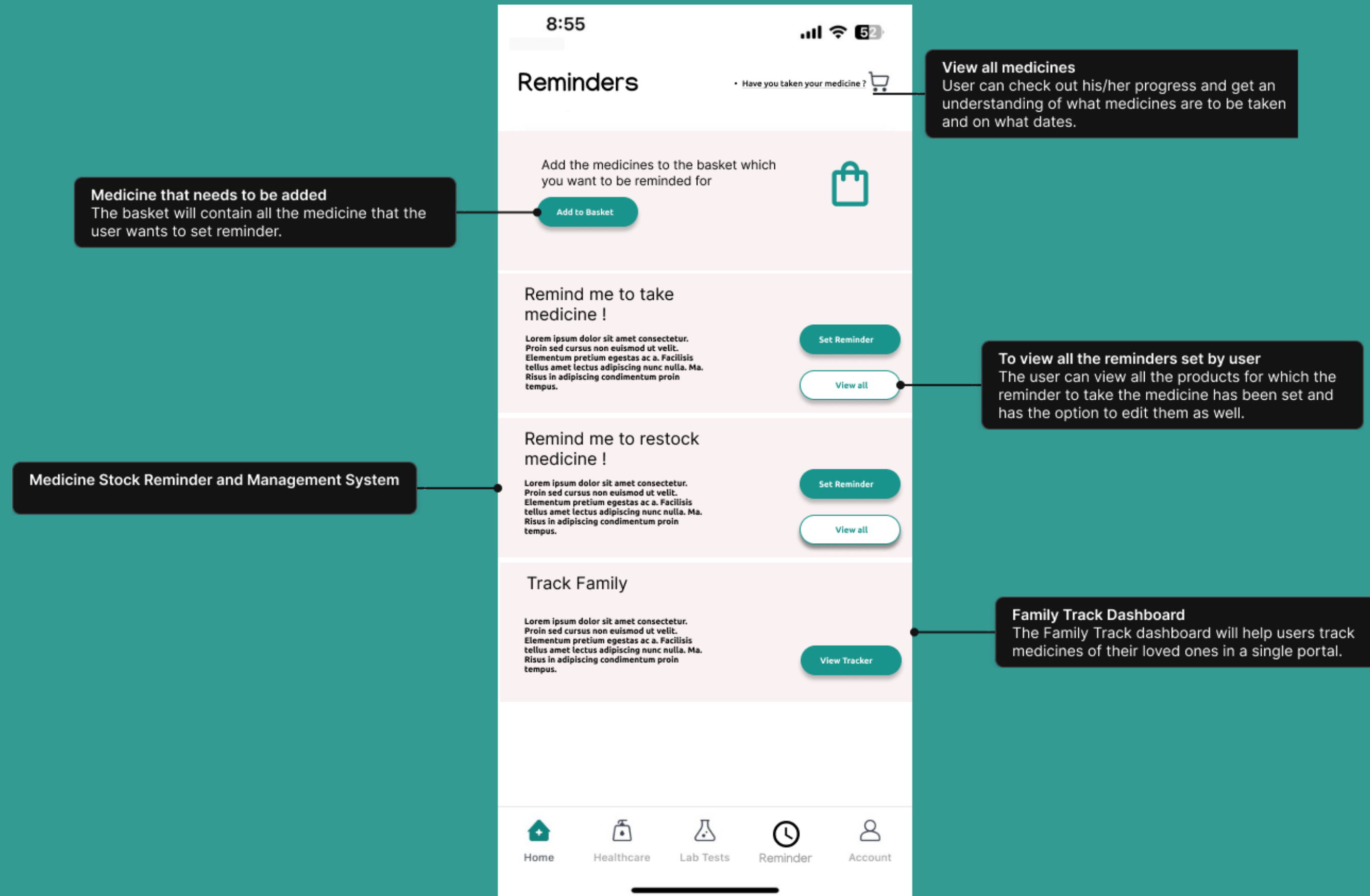
BEFORE

AFTER

Offers Icon new location
The location has been changed because addition of reminder icon and offers and cart have high co-relation. Hence, they are placed together.

Addition of Reminder Tab
From here the user can use the feature of reminder for restocking and reminder to consume medicines.

1. Upon pressing the Reminder Tab

8:55

Reminders

· Have you taken your medicine ?

Add the medicines to the basket which you want to be reminded for

Add to Basket

Remind me to take medicine !

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Set Reminder

View all

Remind me to restock medicine !

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Set Reminder

View all

Track Family

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View Tracker

Home   Healthcare   Lab Tests   Reminder   Account

Medicine that needs to be added
The basket will contain all the medicine that the user wants to set reminder.

Medicine Stock Reminder and Management System

View all medicines
User can check out his/her progress and get an understanding of what medicines are to be taken and on what dates.

To view all the reminders set by user
The user can view all the products for which the reminder to take the medicine has been set and has the option to edit them as well.

Family Track Dashboard
The Family Track dashboard will help users track medicines of their loved ones in a single portal.

1. Upon pressing the Basket Button

- All the products that are added to the basket will have the functionality to add reminders.

- This tab would also have the functionality to remove the product from the basket.

- You can search for a particular product in the search bar and add that product to the basket.
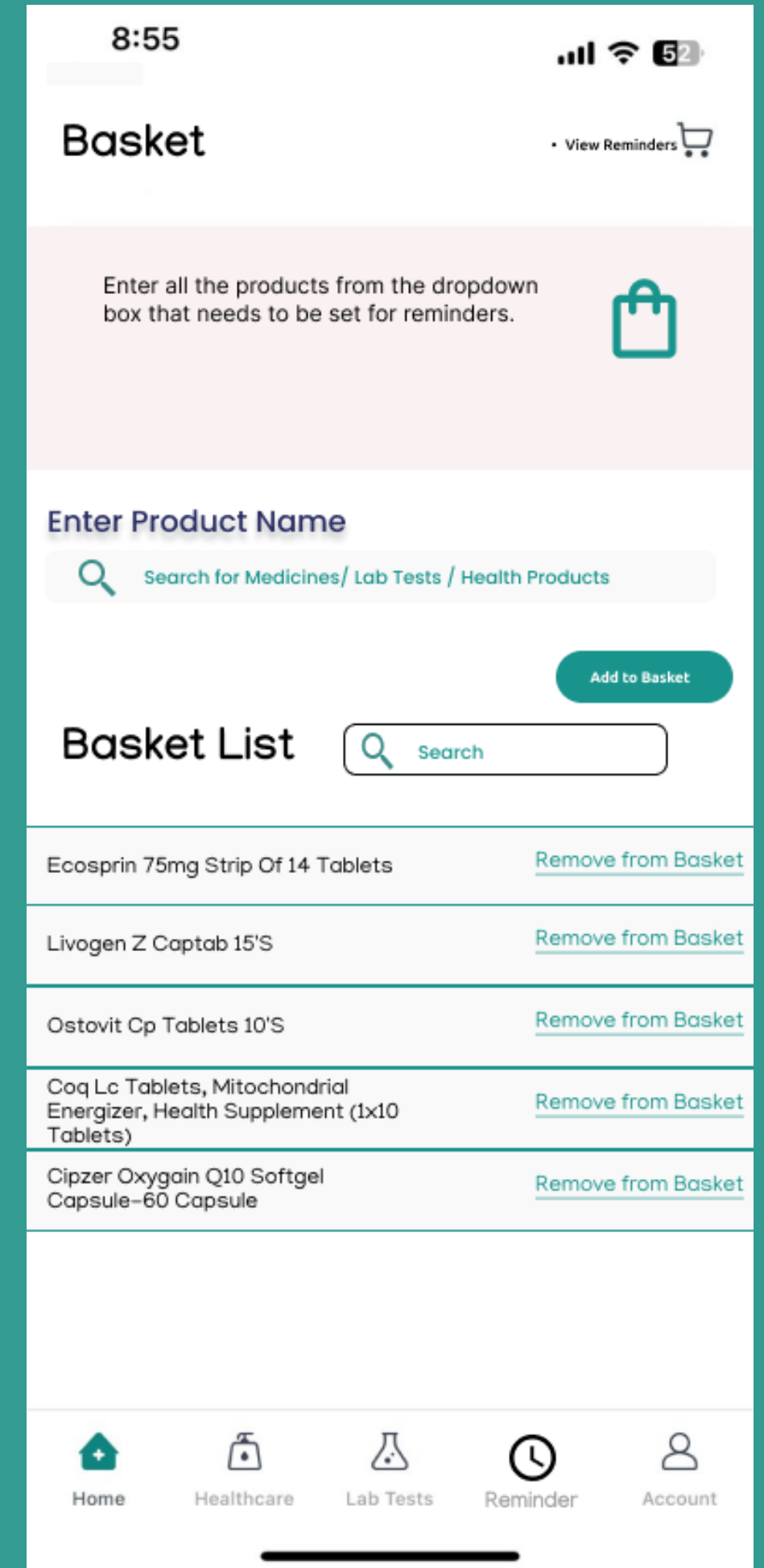
1. After User enters the Reminder to take medicine

- The Reminders tab is the section where users will be able to add reminders for a particular medicine.

- The system will ask fields like how many times to remind, what time to remind, etc

- The system also asks for the mechanism through which the user needs to be reminded (eg. Whatsapp, Email, Push Notification, etc

8:55

Remind me to take medicine

Fill the details of the medicine that you want to fill. NOTE : Make sure that the products have been added to the basket before filling this form .

Add to Basket

Medicine Name

Pick Medicine from Basket

Medicines
Only the medicines that were added in the basket will be shown here. Will have an option called "Cannot find your medicine, have you added it in basket ? "

When to remind

Once a day

Reminders
These option will also have customer field, where the user can enter reminders.

Time to remind

9:00 am

Remind me via

Whatsapp, Phone Notification

Description

Add how you have to take it

Set Reminder

Reminder set
On setting reminder, the medicine will be added to the list of reminders.

To view all the reminders set by user
The user can view all the products for which the reminder to take the medicine has been set and has the option to edit them as well.

View All Reminders

Home   Healthcare   Lab Tests   Reminder   Account

1. After User clicks on View All Reminders

- Once the user clicks on "View All Reminders", this screen will be shown.

- It consists of a list of products for which reminders are set.

- The app will also provide a mechanism to update/change the reminders.
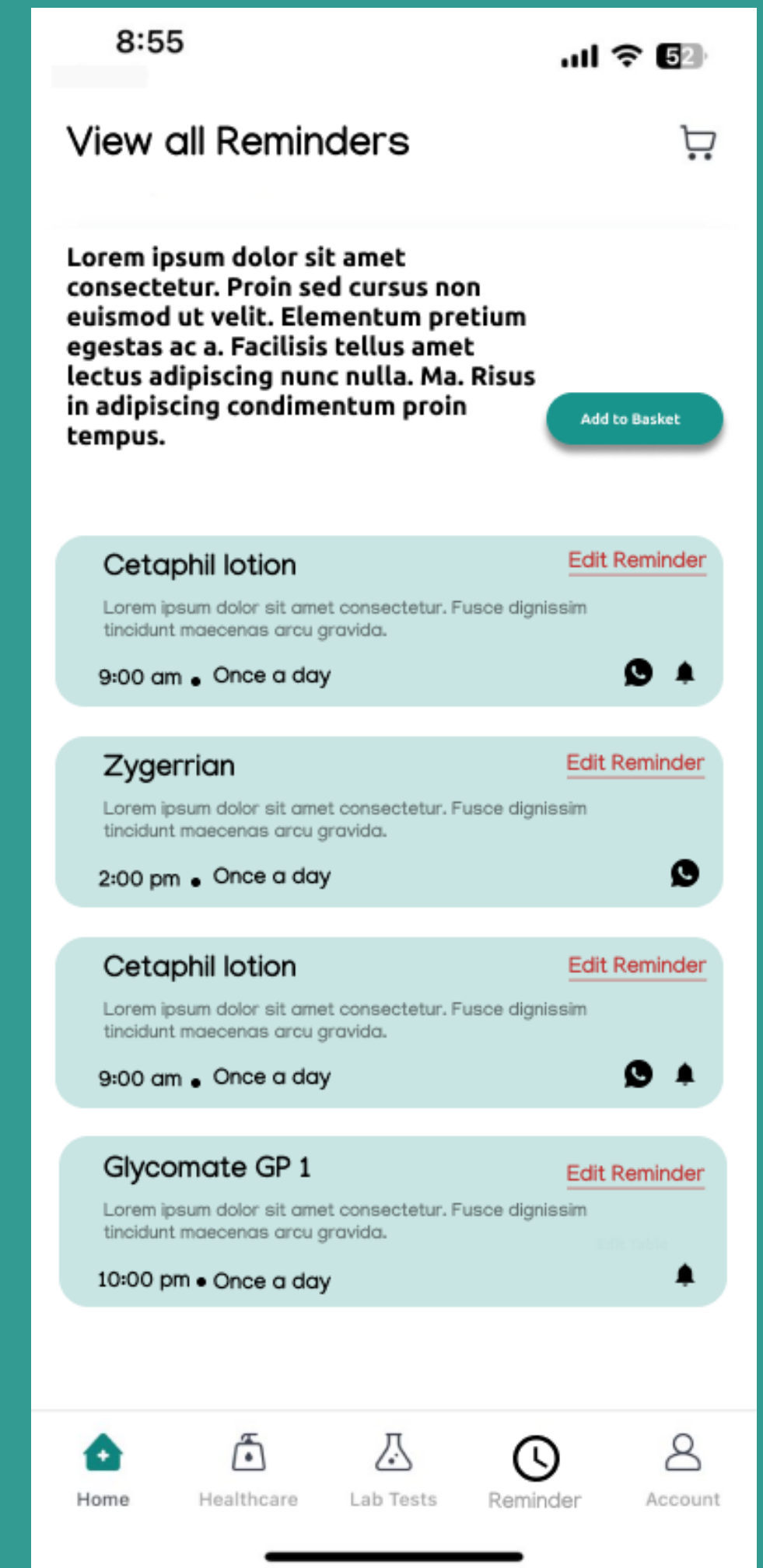
KPIs to Measure

Metric	Description
Click-through rate of notifications	This metric helps track how many times users have opened the app after receiving a reminder.
Active users	Calculating the daily active users (DAU), monthly active users (MAU), and session duration helps track app usage and effectively increase session duration.

Medicine Stock Reminder and Management System

About

- In this section, the list of medicines will be added to a basket along with the quantity it was bought.
- Every time the user takes the medicine based on the frequency, automatically deduct the number of quantity in the basket.
- Make sure to set the option for when to remind them to buy the medicine, for example, once there are only three days' worth of medicine left, a week's worth, or a month's worth.
- The section should also consider the possibility of other factors (like capsule lost before consumption) and include that as well when deducting the count of medicines in the basket.
- **Suppose Raj has availed Medicine A to be taken once a day and has bought an inventory of 30 days and needs to be reminded to buy when 5 days of medicine are left.**
- **After 25 days of consistently taking medicine, he needs to be sent a reminder to buy again.**

Why

- This solution will solve the hassle of customers going through the sales funnel again to buy the medicine, effectively reducing customers leaving after the first purchase.
- This will improve customer retention and improve the experience of the user since reordering of medicines becomes easier leading to constant sales from each customer.

Solution Implementation

- The restock option enables users to receive notifications when the medicines almost get over.

Reminders
These option will also have customer field, where the user can enter reminders.

Medicines
Only the medicines that were added in the basket will be shown here. Will have an option called "Cannot find your medicine, have you added it in basket ? "
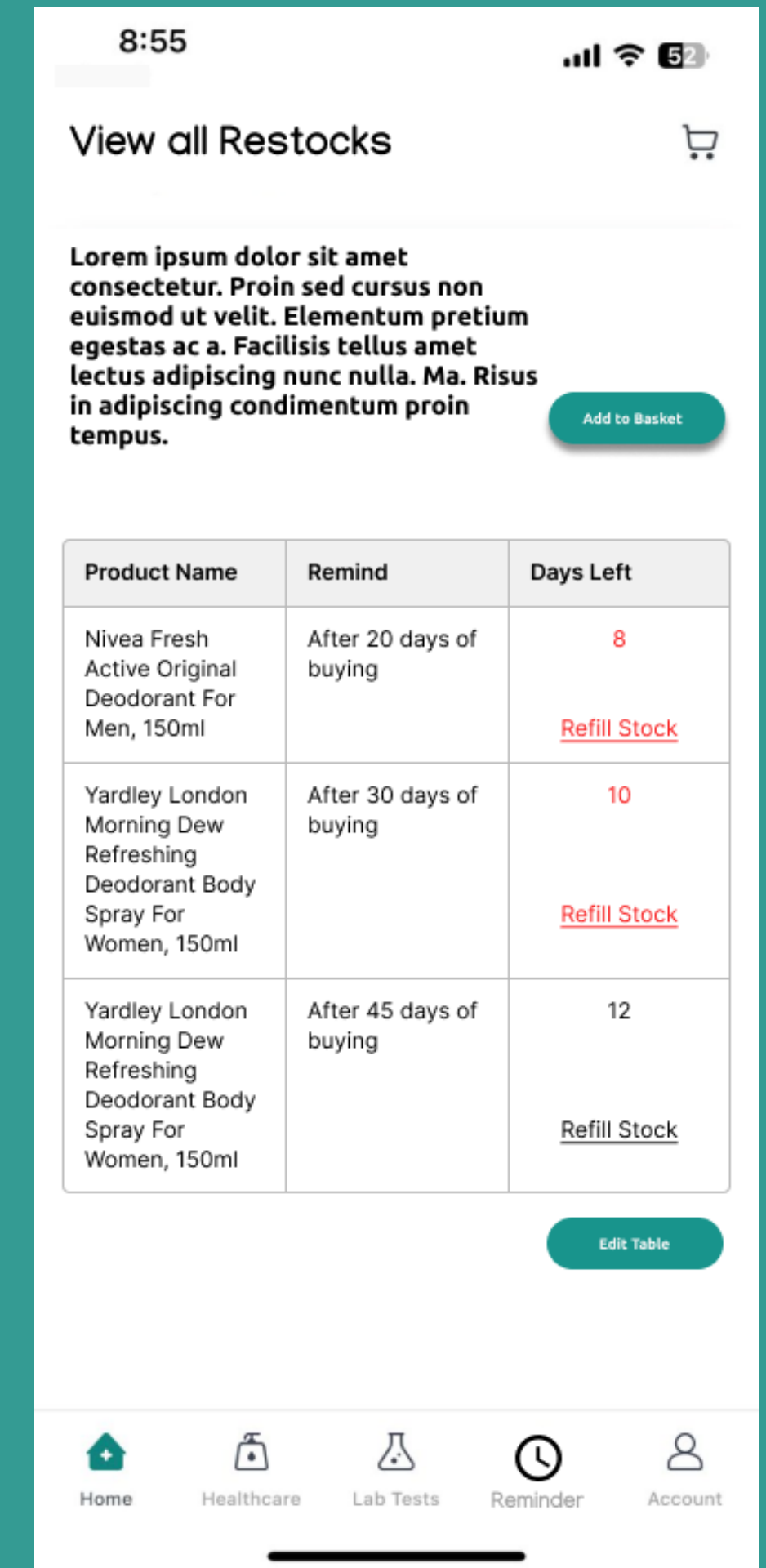
Reminder set
On setting reminder, the medicine will be added to the list of restocks

1. View all Restocks

- Once the user clicks on "View All Restocks", the user will be able to see all restock information.

- Fields like their product name, reminder, and days left for the stock to be completed will be shown.

- If, for a product, less than 10 days' worth of stock is remaining, then the text will be shown in red to alert the user.

8:55

View all Restocks

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Add to Basket

Product Name	Remind	Days Left
Nivea Fresh Active Original Deodorant For Men, 150ml	After 20 days of buying	8 Refill Stock
Yardley London Morning Dew Refreshing Deodorant Body Spray For Women, 150ml	After 30 days of buying	10 Refill Stock
Yardley London Morning Dew Refreshing Deodorant Body Spray For Women, 150ml	After 45 days of buying	12 Refill Stock

Edit Table

Home   Healthcare   Lab Tests   Reminder   Account

KPIs to Measure

Metric	Description
User Churn	The rate of users who stop using the service after receiving a "Reminder to buy again" should be reduced.
Revenue from Recurring Products	Track the revenue generated by users who purchase the same products repeatedly.

03 Difficulty in tracking medicines of multiple users

Creation of Dashboard called Family Track.

About

- The Family Track dashboard will help users track medicines of their loved ones in a single portal.
- This will include having details like the number of members inside the dashboard, details of individual members (number of medicines, count of medicines in the basket, whether the member has taken the medicine, etc.)

Why

- This will provide Pharmeasy as a single-stop application where users can track their family's medicines.
- This will eliminate the need to track separate inventory and consumption of the individual members of the family, as all of this information will be in a single place, improving the user experience.

1. Family Track Tab

- The Track Family Tab enables users to keep track of the product usage of their loved ones.
- A User can add multiple family members to track their product usage
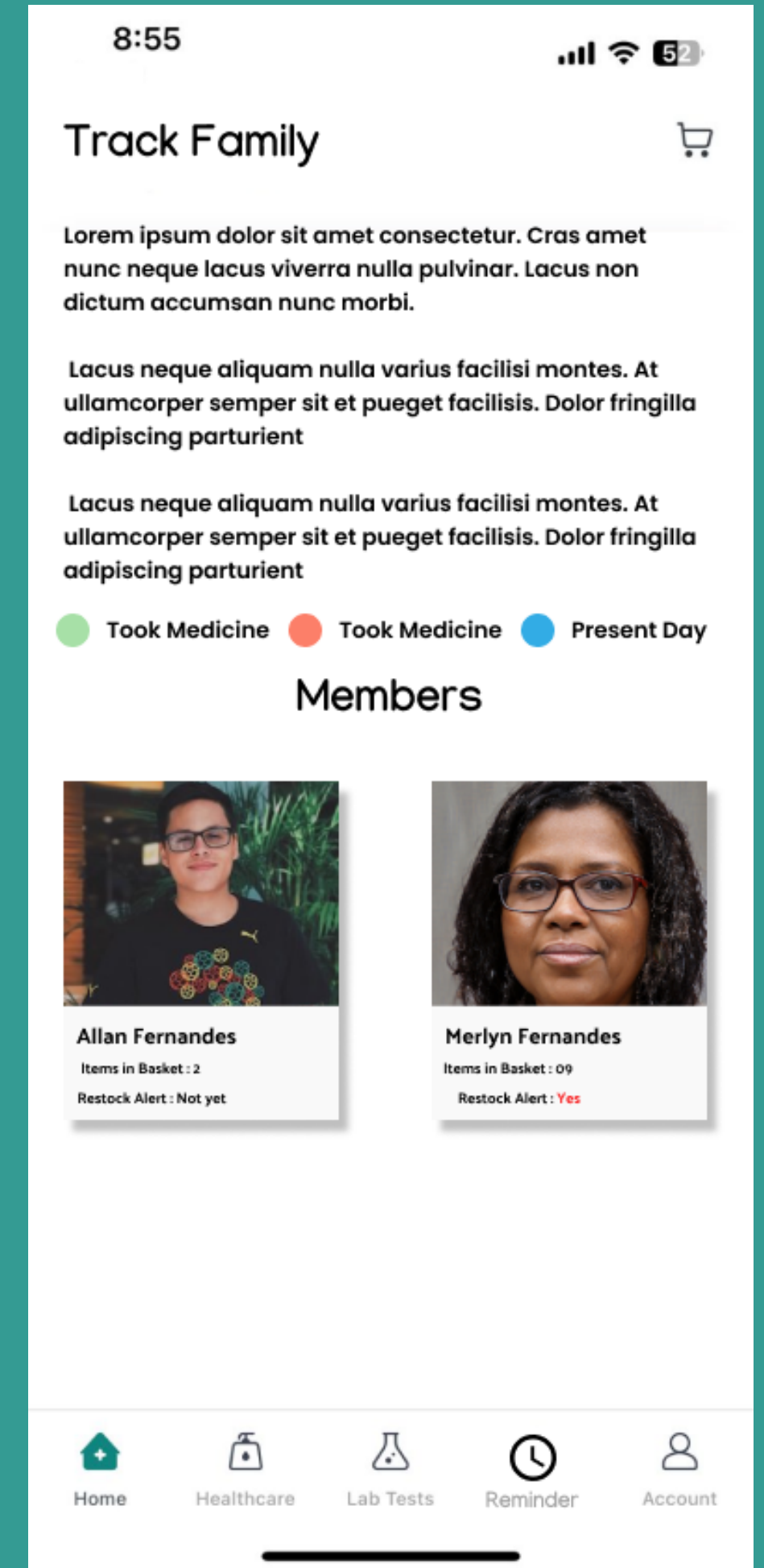
1. Family Member Screen

- Upon Clicking on a family member's card, it will provide a detailed overview of their product usage.

- It provides a calendar view that shows whether the medicines were taken correctly.
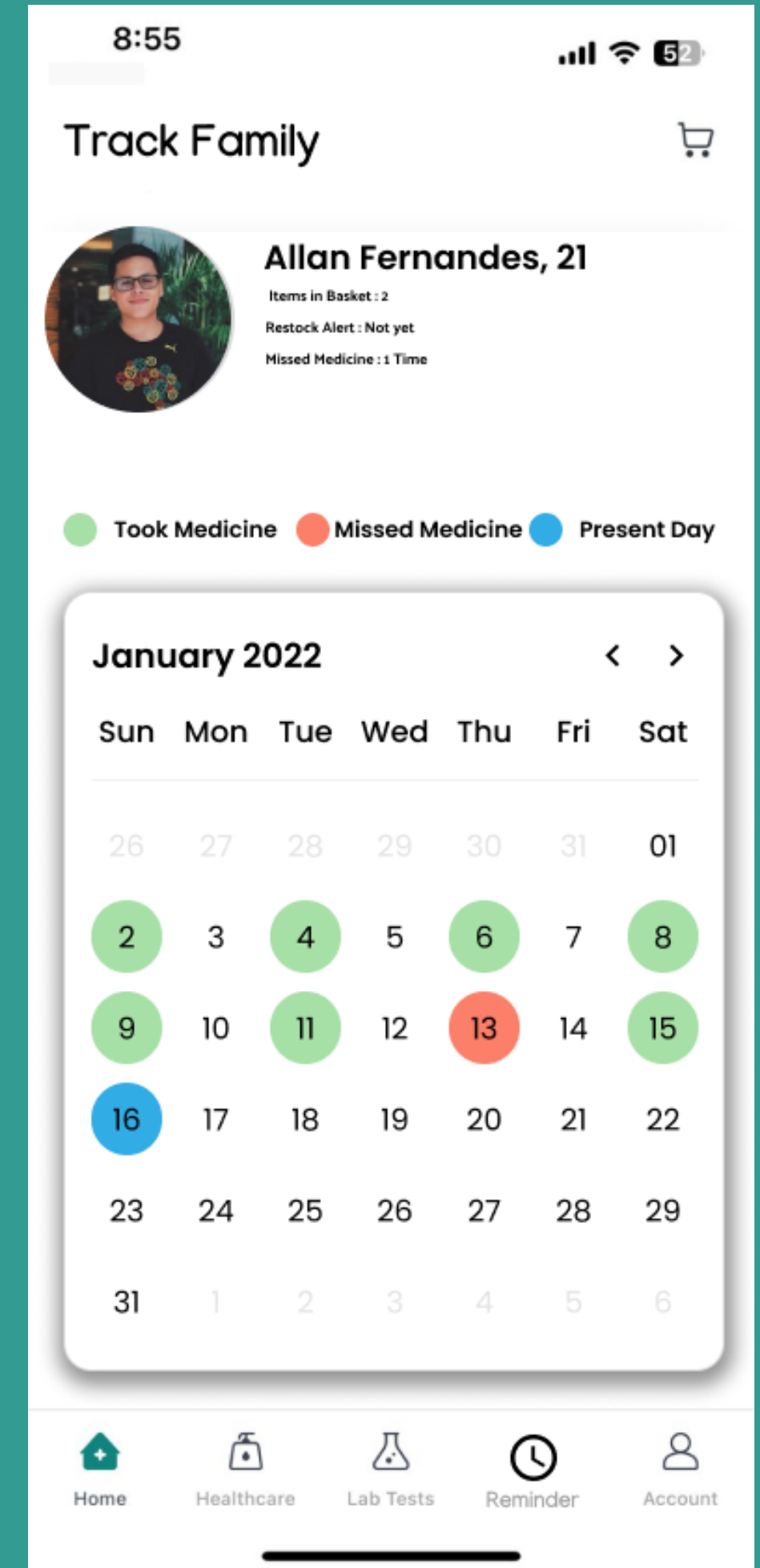
KPIs to Measure

Metric	Description
Average Order Value (AOV)	Encouraging the grouped buying of medicines for family members can increase the average order value.
Session Time	Increasing session time can improve brand dependency and create customer loyalty towards Pharmeasy.

Solution Evaluation

	Impact	Effort	Overall Priority
Solution 1: Remind them to consume medicine	High (improve convenience for user)	Low (easily implementable for mobile notifications)	1
Solution 2 : Medicine Stock Reminder and Management System	High (will lead for more orders from customers)	High (dashboard consisting of product details and inventory left)	2
Solution 3 : "Family Track" Dashboard	Low (Specific for targeted audience)	Medium (Integration of calendars)	3

Thank You !!!

Allan Brian Fernandes