

Telephone Questionnaire [Ref TOR003_Questionnaire v1]

Opening Script

Good morning/afternoon, this is [Interviewer] calling on behalf of X . We are currently seeking feedback from pharmacists throughout the UK with regards to their current Point of Sales management, in order to understand what are the main challenges and requirements within your sector. Could you spare me 5 minutes of your time?

Yes

No

Screening Questions

Could I just check, are you the owner or chief pharmacist? [If no, seek referral]

Questionnaire

Q1 Does your Point of Sale system contain details of

Stock	<input type="checkbox"/> Yes	<input type="checkbox"/> No [If No, go to Q2]
Prices	<input type="checkbox"/> Yes	<input type="checkbox"/> No [If No, go to Q2]
Transactions?	<input type="checkbox"/> Yes	<input type="checkbox"/> No [If No, go to Q2]

Q2 Could you tell me the following about your current POS system? [For those who answered YES to Q1]

- (a) Brand
- (b) Age of system
- (c) Purchase price of system

Q3 The next question is broken down into a number of elements. It concerns a particular POS system that X provides. The features ...

- include the latest touchscreen, till, printer, barcode scanner, display, keyboard and windows VISTA PC
- contain all the product prices updated weekly with RRP and C+D prices
- automatically monitor stock levels and re-order items when low
- automatically identify best sellers and poor sellers
- automatically identify cheapest source of products and print orders
- automatically bar code receipts so that returns can be correctly analysed
- offer a personal customer loyalty scheme
- automatically capture and collate Community Pharmacy Questionnaire details which can also include your own questions

I am now going to ask you to rate the different features, on a scale of 1-5, where 1=Not at all useful, and 5 = Very Useful

Q3a How useful do you think pharmacists in general might be in a system that can automatically order product from the cheapest source when stock levels are low?

[On a scale of 1-5]

Q3b How useful do you think pharmacists in general might be in a system that automatically identifies which products are the bestsellers and can automatically re-order?

[On a scale of 1-5]

Q3c How useful do you think pharmacists in general might be in a system that does automatic stock takes?

[On a scale of 1-5]

Q3d How useful do you think pharmacists in general might be in a Point of Sale system that has customer loyalty scheme designed to help pharmacists retain valuable customers and compete with the chains?

[On a scale of 1-5]

Q3e How useful do you think pharmacists in general would find a fast touchscreen till, scanner and printer that speeds up the customer transactions?

[On a scale of 1-5]

Q3f How useful do you think pharmacists in general might be Point of Sale system that automatically keeps up to date RRP or C+D pricing?

[On a scale of 1-5]

Q3g How useful do you think pharmacists in general would find a Point of Sale system that automatically identified poor sellers or old stock?

[On a scale of 1-5]

Q3h How useful do you think pharmacists in general would find a Point of Sale system that can automatically collect and collate Community Pharmacy Questionnaire data, which can be tailored to ask their own questions?

[Please note, for all responses to Q3a-h, where respondents code 1 or 2 – ie do not consider these features useful – we will ask an open ended question, “Why do you say that?”]

Q4 What are the three main issues for you personally as far as point of sale, pricing, stock control and IT management are concerned?

[This is an open ended question but the following list will be used as prompts where necessary]

- a. Maintenance cost
- b. Reliability
- c. Ease of Use
- d. Capital cost
- e. Support
- f. Value for Money
- g. Integration with current hardware
- h. Return on Investment Timescale
- i. One stop shop solution
- j. Business downtime for installation and training

That's the very last question of our feedback survey. On behalf of X I would like to thank you for your participation.

As a matter of courtesy, if you are interested in receiving any information about this product via email, we are happy to oblige. Would you like some information?

Yes [Solicit Email]
No [Thank and Close]

Document prepared by Pavel Marek, Operations Director, 23 April 2008