

customer careware  
pharmacy

“

Transacta provided a business-to-business web interface that allows staff to conduct real-time searches for supplies at the point-of-sale. ”



## medicine that moves

A pharmacy chain with 13 stores located in regional Australia needed to upgrade their systems in order to support an aggressive growth strategy. Head office functionality, POS software and dispensing systems all needed updating and integrating to support these goals.

They also wanted to take advantage of emerging business-to-business opportunities over the Internet.

## prescription for success

Transacta designed a solution to integrate Customer Careware with the pharmacy dispensing system and modified it to satisfy the strict legislative regulations required for pharmaceuticals.

The group also wanted to explore new possibilities offered by business-to-business integration, positioning them to take advantage of future innovations in web technology.

## healthy & happy

Transacta provided a business-to-business web interface that allows staff to conduct real-time searches for supplies at the point-of-sale.

To further enhance customer satisfaction they introduced Transacta's loyalty program, so customers can earn and redeem points.

Transacta's solution provided this pharmacy chain with a foundation to deliver a better experience to their customers. These benefits included increased store productivity, reduced support and maintenance costs, and improved customer service.

Transacta's Customer Careware helped this retailer keep their customers healthy and happy.

Contact us on **+61 2 9459 3388** or **info@transacta.com.au** , or find us on the web at **www.transacta.com.au**.