

## Interactive updates support Dermoapo product launch & increase sales A Mohive customer case study

### Case Study



DERMOAPO

Dermoapo made ‘interactive updates’ a key part of its strategy for launching a new skincare range in a competitive market. The result? Increased sales for pharmacies that used the updates.

Dermoapo is a leading supplier of skincare products to pharmacies, and is part of Dermagruppen, a Scandinavian health and beauty group. The company planned to distribute the French skincare brand, Pierre Fabre, across territories where the brand was unfa-

miliar – a saturated market dominated by its competitor, Vichy.

The Pierre Fabre product range includes the Avène and A-Derma skincare series, which are sold exclusively through pharmacies.

# Case study

## Helping pharmacies help customers

The pharmacy industry enjoys a high level of trust from its customers. Living up to this trust is a source of pride for many pharmacy employees, who want to be confident that the products they recommend will produce the desired result.



*Living up to their customer's trust is a source of pride for many pharmacy employees*



For example, people with problem skin often get the best results by following a specialised skincare regime, using a variety of products over an extended period. The Avène and A-Derma ranges from Pierre Fabre are designed to treat a range of skin conditions in this way; for example, by combining a cleanser, a moisturiser and a repair cream.

High-quality information on products and skincare helps pharmacies to recommend the most suitable product combinations, so well-informed counter staff can quickly increase a pharmacy's total sales. For this reason, communicating directly with the people who advise customers was a key part of Dermoapo's marketing strategy.



Dermoapo's challenge was to help pharmacy counter staff to provide the effective, professional advice that customers expected, while also recommending skincare solutions from its new product range.

## Interactive launch support

Dermoapo offered a launch support package as part of its service to pharmacies. This was designed to help pharmacy sales staff recognize different skin conditions – and to identify skincare regimes (and Pierre Fabre products) that would help. The package included a free store visit by a product expert, who introduced pharmacies to the Pierre Fabre range, backed up by interactive product updates created and distributed using Mohive eLPS.

An interactive update is a powerful form of online communication. It is essentially a sequence of screens that delivers information via the web. It is 'interactive' because pharmacy staff actively engage with the information instead of passively reading it.

## Memorable interactions

Even relatively straightforward interactions made Dermoapo's product information much more dynamic, and allowed staff to practise using their new knowledge in a customer context, before dealing with customers for real.



*The interactive updates allowed staff to practise using their new knowledge before meeting customers.*



# Case study

For example, pharmacy staff could:

- Explore the features and benefits of new products.
- Test their product knowledge.
- Engage with the skincare problems of 'virtual' customers.
- Practise recommending skincare regimes for different customer conditions.
- Get feedback on their choices.

Such interactions measurably increased retention of new product information and helped sales staff to apply their new knowledge more effectively when advising customers.



*The interactive updates helped keep the Dermoapo range top of mind.*



The updates also acted as a helpful reference material to refresh employees' knowledge long after the site visit, and help keep the Dermoapo range top of mind.

### **Creating quality in-house**

To ensure that the product information was useful for pharmacists and customers alike, the updates had to contain high-quality, professional content.

Dermoapo achieved this goal by having its own skincare experts create interactive updates in-house.

# Case study

## Interactive updates in action

To give a flavour of how Dermoapos's interactive updates worked, here's an example of how a pharmacy employee would practise making product recommendations prior to customer engagement.

1. On opening an update, the employee is welcomed with an introduction to part of the Pierre Fabre range – in this case, Avène.



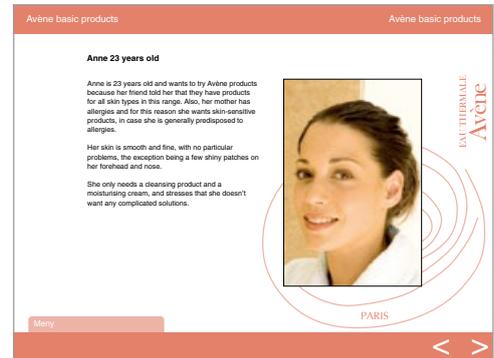
2. Next she explores the features and benefits of a number of individual Avène products.



3. Then she answers questions about Avène products to confirm that she has retained the new information.



4. Next she meets a 'virtual' customer and finds out about her particular skincare problem.



5. She tests her product knowledge by recommending a skincare regime based on the products in the Avène range and gets feedback on her choice.



6. She then repeats the activity with a new customer with different requirements...



By giving pharmacy staff the opportunity to practise applying product information to solve common customer skincare problems, Dermoapo has made the information more meaningful, more memorable, and easier to apply on the job.

# Case study

## Professional advice increases sales

Dermoapo's product launch successfully won 'share of mind' among pharmacy staff, many of whom are now more confident recommending skincare solutions based on the Pierre Fabre range than on its competitors' products.

They are also more effective at selling courses of treatment rather than single products, which promotes loyalty among customers who return for refills because they are satisfied by the improvement in their condition – effectively extending the impact of the initial sales effort over time.

### Pharmacies loved Dermoapo's interactive updates because they were:

- Relevant
- Memorable
- Easy to apply on the job
- Helpful for increasing sales
- Available when needed
- Flexible enough to fit into a busy day

The Mohive-driven solution is also resource efficient and flexible. Pharmacy chains that use Dermoapo's product support package save substantially on the cost and time of bringing staff up-to-speed on a profitable addition to their customer offering.



*"The pharmacies that have used our interactive updates have seen an increase in sales"*



"The pharmacies that have used our interactive updates have seen an increase in sales," reports Gro Lillebye, managing director of Dermoapo, who also credits the approach with allowing Dermoapo to position itself as both a supplier of quality skincare products and a provider of product support that saves pharmacies time and money.