
Digitalisation in Retail

Closer to our customers

Daniele Madonna
Head of Retail Business sector

Media Conference, 13 March 2018

Our customers

health-conscious, demanding, inquisitive



Networked in digital daily life

- Googles tick bite
- Asks for tips on Facebook
- Reads forums on ticks
- Gets relevant online ads
- Compares products on portals



Digital touchpoint – advice in store











Click & Collect: that's how shopping works today



Digital strategy in Retail



Our e-business offers

	E-Shop	Click & Collect	Mail order business
Prescription medications		 with prescription upload	 with doctor's prescription
OTC (non-prescription medications)			 with doctor's prescription
Food supplements			
Care and beauty products			

Retail strategy



**The first choice for health,
beauty and wellbeing**

Offers



Customer experience

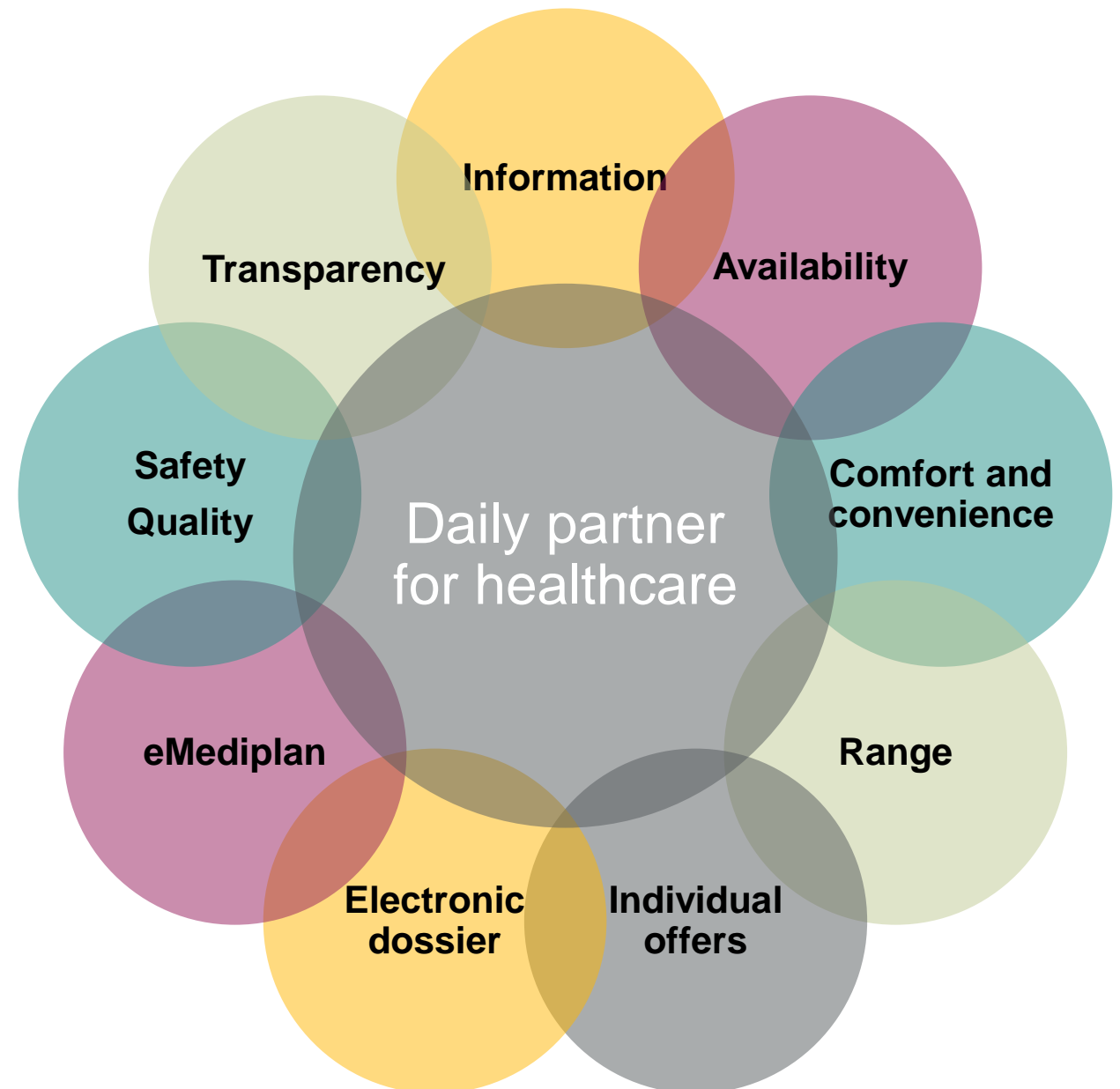


Network

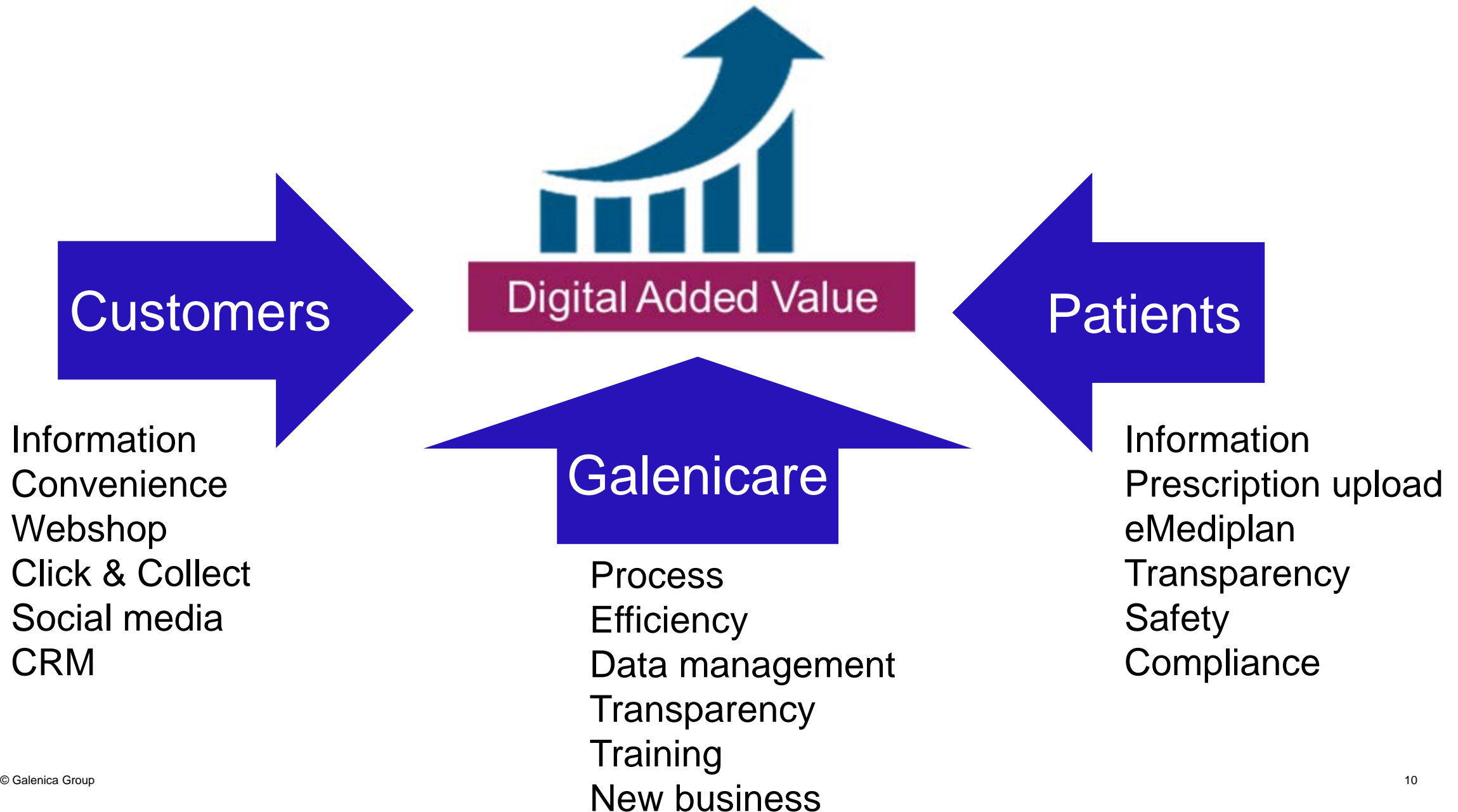


Digitalisation should help

- to be closer to customers / patients
- to expand the services offered
- to improve the level of service
- to ensure safety and quality



Digitalisation brings added value



Galenicare has appropriate responses



Maximise the revenue from existing business



Access growth markets



Create new business models

MedCenter



Expand the business

