

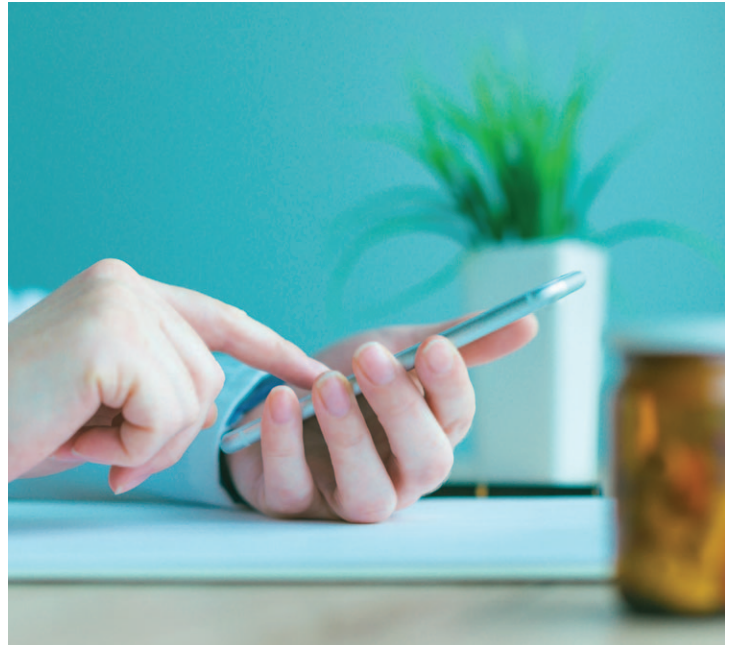
CASE STUDY: SimplyMeds Online

Online pharmacist sees jump in sales via the mobile channel, helped by secure and convenient online card acceptance

For many, the process of getting a prescription and then collecting or receiving medicines can be slow and frustrating. Couple this with what seems like ever-increasing demands on people's time and modern expectations of next-day and even same-day delivery, and a clear gap in the market for a rapid and convenient online pharmacy has emerged. SimplyMeds Online Pharmacy was established in 2015 as a family-run business to tackle this very pain point for customers, offering simple, reliable and affordable private healthcare online and via an Essex-based dispensary.

SimplyMeds Online covers the full gamut of customers' pharmaceutical needs: fulfilling prescriptions, providing online consultations for easier-to-address medical issues, offering over-the-counter (OTC) medicines and administering vaccinations. Three-and-a-half years after the company's standing start, "we now have more than 60,000 patients," explains Parv Sagoo, co-founder and SimplyMeds' main prescriber.

On the online channel, the customer journey is easy and streamlined: choose your condition, complete a medical consultation, and purchase the recommended medication via secure checkout. For this channel – vital to their business model – "we are 100% cards-based," says Parv. Being data-savvy, Parv monitors the split of online sales by desktop versus mobile devices and has noticed a significant shift: "three years ago, mobile devices accounted for just 14% of our online sales, whereas today that number is more than 60%."



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Parv goes on to explain, "we used to see a lot of drop-off in the mobile channel," meaning customers abandoned their online order at some point during the checkout process. Since then, the mobile checkout process has become more secure and far more convenient for customers, with mobile browsers often remembering customers' card and personal details and auto-populating fields during the checkout process. Parv reckons this has been a significant contributor to the increasing importance of the mobile channel to SimplyMeds' stellar growth.