

# Customer types *activity template*



This template can be used to help you think about how your pharmacy can improve to meet the needs of different types of customer. It can also be given to pharmacy team members to complete. We have included some initial examples but there are other different types of customer to consider.

Customer	What are their needs?	Why would they choose my pharmacy?	How do my competitors do this better?	How can we improve to better meet their needs?
<i>Anxious investor</i>				
<i>Assured quick-fixer</i>				
<i>Prescription customer</i>				

This activity sheet forms part of the 'Business Fit for the Future' programme. Produced by Bayer Consumer Health, this comprehensive support package is designed to build commercial confidence and business acumen. The multi-faceted programme of activity offers training resources that aim to positively impact the bottom line as well as upskill pharmacy teams' capabilities to retain customers for the future.