

After a long struggle: easyApotheke Duderstadt goes for Superchat & WhatsApp Business

For pharmacies, data protection is extremely important. However, digital communication channels such as WhatsApp are just as essential. Find out how Adrian Knoch balances these issues with Superchat in his pharmacies.



Unternehmen

Adrian Knoch is the owner of easyApotheke Duderstadt and two other pharmacies.

Branche

Pharmacies

Standort

Duderstadt, Germany

Unternehmensgröße

60+

Website

<https://duderstadt.easyapotheken.de/>

Herausforderungen

- GDPR-compliant use of WhatsApp Business
- Easy implementation for multiple locations and employees
- High volume of requests via different communication channels

Adrian Knoch successfully runs three pharmacies in the area around Duderstadt. A total of around 60 employees are responsible for logistics, administration and consultation of customers.

While many processes are now digital behind the scenes, Adrian Knoch believes there is room for improvement when it comes to communicating with customers.

Other solutions and apps could not convince

WhatsApp was already used in the past to communicate with customers or take orders. However, now that the General Data Protection Regulation has come into force, the use of WhatsApp became a problem for most pharmacies.

Other solutions have been explored and were not convincing in the end. Special apps for pharmacies cost a lot of energy to implement and may involve high costs.

Knoch also sees barriers on the customer side. After all, they would have to install a separate app on their smartphone in order to communicate with the pharmacy or place orders.



"Customers will not download an additional app for pharmacies or the e-prescriptions. I believe that WhatsApp is the most natural solution for this."



Adrian Knoch, Owner easyApotheke Duderstadt



Non-negotiable: WhatsApp needs to be GDPR-compliant

Digital communication must comply with the requirements of the GDPR. A condition that is non-negotiable for pharmacists. After all, we're not just talking about personal data but also about healthcare information.

With the WhatsApp Business API, pharmacies have the opportunity to communicate with customers in a GDPR-compliant manner.

One of the arguments that convinced Adrian Knoch in the end. In addition to the GDPR-compliant use of WhatsApp, the following aspects were essential:

- Access to WhatsApp and other channels for multiple staff members at once
- Organization of different inboxes and locations
- Easy to use in order to process customer inquiries quickly

This is how Superchat is used in pharmacies

When it comes to customer communication, the flow is easier than ever. Customers write a request via WhatsApp and pharmacy staff respond with Superchat.



"The customer journey for pharmacies is becoming more digital and Superchat provides us with the tools we need for the future."



Adrian Knoch, Owner easyApotheke Duderstadt



An important feature is the open/done section within the Superchat platform. Employees maintain order here and keep the inbox clean. As soon as a request is sorted out, it is marked as done. To respond faster to customer messages or to contact customers after the 24-hour window has expired, the team uses the template function.

To make it as convenient as possible for customers, Adrian Knoch has decided to use the landline number for WhatsApp. This number is familiar among existing customers, can be found everywhere, and is usually the first point of contact for questions.

Now, this connection is also used to receive WhatsApp messages, which end up in a universal inbox. All messages from WhatsApp, e-mail, Instagram, etc. are collected there.



"Before, we had to log in to different platforms to organize our communication. Now everything runs via Superchat, which makes everyday work much more relaxed."



Adrian Knoch, Owner easyApotheke Duderstadt



For Adrian Knoch Superchat is one of the most important software programs and is automatically opened in the browser in the morning. Each pharmacy team has its own mailbox. Employees can log in directly and access messages.

This is how the pharmacy benefits from Superchat

- 100% GDPR-compliant use of WhatsApp Business
- Organized and clear communication in a multi-purpose inbox
- Flexible communication between pharmacies and employees, even from home
- Simplified customer experience and higher customer satisfaction