



27%

Average order value
increase

157%

Increase in products
added to baskets

2X

Average session
duration increase

**McCabes Pharmacy is a provider of
healthcare services and products
headquartered in Ireland.**

About McCabes Pharmacy

McCabes Pharmacy is an independent, family-owned pharmacy provider based in Ireland, operating 27 pharmacies and employing around 350 staff. It was founded in 1981 by Roy and Margaret McCabe as a single pharmacy in Malahide near Dublin, and has grown since then to become one of Ireland's most loved providers of prescription medicines and health and beauty products. The business is still run by the McCabe family, who remain fully dedicated to offering an exceptional service to the communities they serve.

**“McCabes Pharmacy strengthens
bonds with online customers
through Conversity’s Intelligent
Guided Selling tool.”**

Sean Gleeson,
Head of Online - McCabes Pharmacy

Conversity is an award-winning ecommerce agency



The challenge

McCabes Pharmacy prides itself on providing a comprehensive, consultative approach to its customers in-store, which is central to the company's philosophy. This encompasses all aspects of its service offering, including aiding customers in navigating the complex process of buying skincare products.

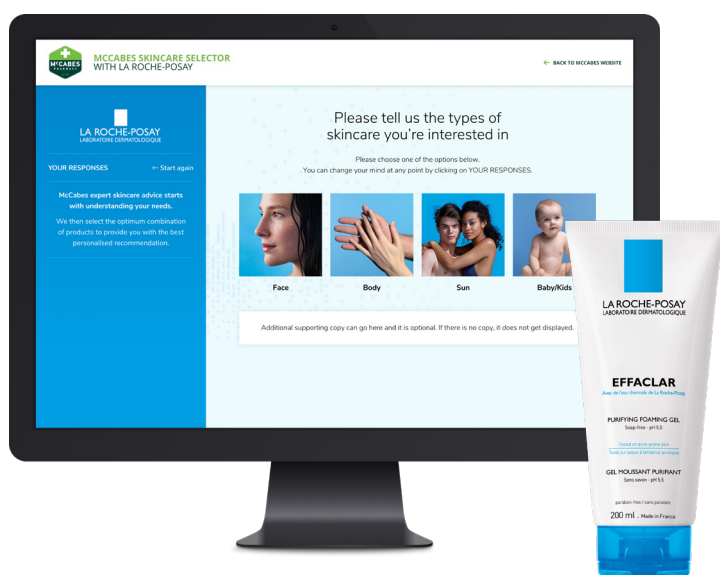
With increasing numbers of customers moving to online shopping, McCabes Pharmacy had spent around 18 months implementing a digital-first strategy.

Overhauling its e-commerce capabilities so that it could better replicate the in-store experience. This began with stabilizing and improving the company website, which included considerations such as SEO, cataloging products correctly, and adding appropriate categorization to assist customers when browsing.

However, there was still more that McCabes Pharmacy wanted to do to personalize the online skincare experience.

Sean Gleeson, Head of Online at McCabes Pharmacy, said: "When our customers shop in-store, we want them to very much feel part of the McCabes family, which means we're passionate about providing a personalized service. This is the ideal approach when selling skincare products, where customers often need a helping hand."

"However, the nature of e-commerce means it's much more difficult to recreate this experience online. Skincare in particular is an area where the browsing and buying journey can be highly complex due to the diversity of products on offer, so we needed a way to make this much more straightforward for customers."



The solution

To bring this extra element of personalization, McCabes Pharmacy enlisted the help of Conversity, leading to the adoption of an intelligent guided selling (IGS) solution for La Roche-Posay skincare products, known as the Skincare Advisor.

In building the tool, Conversity worked to gain an understanding of the shopper mindsets of McCabes' skincare customers. Some are looking for beauty products that specifically target the face. Others are browsing for specialized sun protection to suit a variety of needs and skin types. Many are also interested in high-quality skincare products for their children.

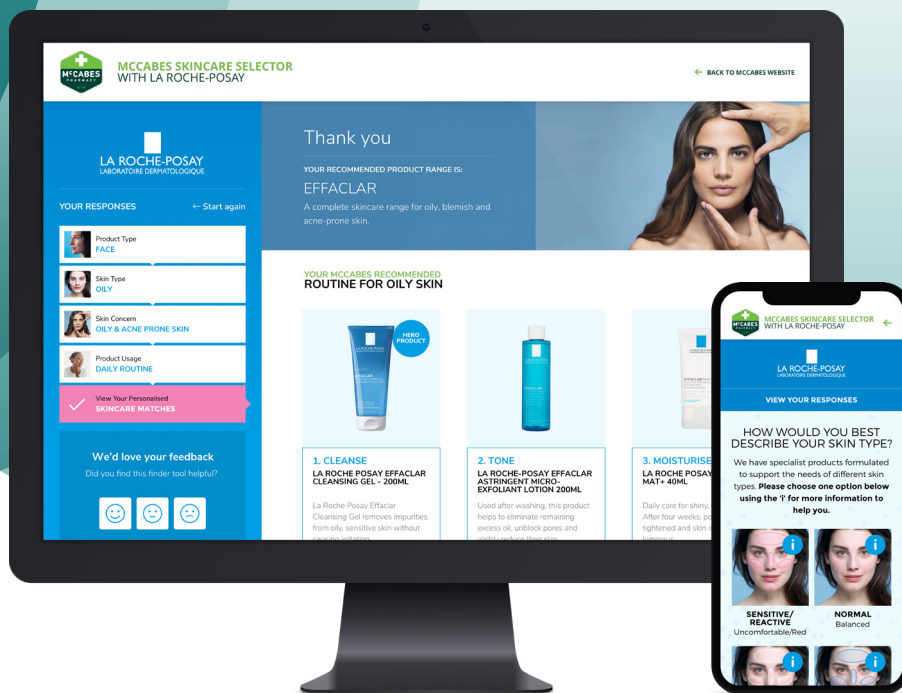
Once these mindsets had been established, Conversity worked on enriching the data that McCabes Pharmacy had on its customers, applying dynamic search, recommendation and segmentation logic to the Intelligent Guided Selling tool.

Gleeson added: "The Skincare Advisor is the exact kind of technology we needed to bridge the gap between in-store and online personalization. Properly replicating the McCabes store experience required us to better understand our customers' online behavior, which meant having a system in place that draws meaningful, actionable insight from all of our customer data."

"We are now planning to extend IGS to other skincare brands that we offer, as well as other core areas of our business, including allergy and vitamin products. We believe this will be key in helping us build a truly world-class e-commerce experience in the long term."

Sean Gleeson,
Head Of Online - McCabes Pharmacy





The results

Since implementation, the tool has been hugely successful in driving purchases of La Roche-Posay products. Some of the highlights that can be attributed to the presence of the Intelligent Guided Selling tool include:

- ✓ La Roche-Posay skincare sales saw increases of 2,157% in May 2020 compared to May 2019
- ✓ Online turnover increased by 176% when comparing all of 2019 vs Jan to May 2020
- ✓ Between 18th March and 30th March, there was a 157% increase in products added to baskets compared to the period of 1st January to 17th February, demonstrating the tool's usefulness during the Covid-19 lockdown
- ✓ Between 1st January and 30th March, 35% of customers using the Intelligent Guided Selling tool clicked the 'Add to basket' button after viewing products
- ✓ The average session duration on McCabes' ecommerce platform has more than doubled from 1 minute 16 seconds, to 2 minutes 46 seconds
- ✓ Average order value has increased by 27%
- ✓ McCabes has an average rating of 4.9 stars on Trustpilot

Gleeson said: "Having Conversy's IGS tool in place has been incredibly powerful in helping us maintain those all-important connections with our customers. With the Skincare Advisor, we feel we've empowered our customers to browse, select and purchase products with the utmost confidence, while still retaining the human element of the experience that is so important to our business."

"We have also noticed a significant halo effect from having the Skincare Advisor in place, with skincare customers showing increased engagement with other areas of our e-commerce offering."

Recognized for exceptional results, Conversy's Intelligent guided platform for McCabes Pharmacy was recently chosen as a finalist in for the Ecommerce Awards 'Best Ecommerce in Lockdown' category.



Make The Difference 