



### Customer Profile

London Drugs is 100% Canadian owned and has stores in more than 35 major markets throughout British Columbia, Alberta, Saskatchewan, and Manitoba. London Drugs' 74 stores employ more than 7500 staff dedicated to providing our customers with a superior shopping experience

### Industry

Retail

### Location

Richmond, BC

## Leading Retail Chain Improves Customer Experience with Integrated Central Customer Database

*"We take pride in providing our customers with a superior shopping experience. Ideaca's assistance with our Central Customer Database (CCD) solution will help London Drugs understand our customers better and enable us to deliver even better service."*

**Scott Riddell, Manager of Strategic Innovation  
London Drugs**

### Business Situation

London Drugs operates 74 stores in major markets across Western Canada. With many thousands of customers across markets and multiple touch points within each store, keeping information up-to-date and accurate results in challenges such as:

- Out of date contact and subscription information
- Duplicate unrelated records describing the same customer

### Solution

Ideaca is working with London Drugs on a phased initiative that will eventually result in a fully integrated central customer database (CCD) to be used by a number of London Drugs "front end" applications (except Pharmacy which must be secured according to regulations), allowing for a true single version of their customer base. Currently there are multiple unrelated customer databases at each London Drugs store serving their Photo Finishing, Computers, and Audio Video applications plus other central customer databases for their e-store and CRM applications.

The first release of this initiative is live and acting as a central consolidating customer database. Additional enhancements include both the consumption of newsletter activity and flagging customer records with the results. A prototype of feeding the CCD information back to the stores' operational customer databases is also underway. The newsletter activity, along with internal validation of customer email address also facilitates the identification and flagging of inaccurate email addresses held on record.

### Benefits

- Facilitation of more targeted marketing campaigns based on a broader knowledge of the customers and their behaviours
- Allows for better direct customer interaction in the stores and provides a mechanism to encourage the collection of correct email address when it is known that the email on record is not valid
- Enable synchronization of information across multiple disparate systems
- Allows for the matching of records from different systems based on core pieces of information