

DUANE READE

“With the pharmacy kiosks, we’ve reduced customer wait times, which has resulted in 86% of our kiosk customers reporting greater satisfaction with Duane Reade pharmacies.”

DAVID SIEGEL
DIRECTOR OF BUSINESS DEVELOPMENT **DUANE READE**

Duane Reade Inc. has more than 250 drugstores in the Northeastern United States. Their recent innovation, a touch-screen pharmacy kiosk, allows customers to conveniently fill and refill prescription medication at kiosks located in doctors’ offices, clinics, businesses, hospitals, and select Duane Reade pharmacies throughout the greater New York metropolitan area.



What were the challenges with other network technologies?

To support smooth, real-time video at the kiosks, Duane Reade needed a network technology with maximum bandwidth and minimal latency. A dial-up network would not supply the necessary bandwidth, and a Frame Relay network would require ATM-to-Frame Relay data conversion, resulting in increased latency and “jittery” videoconferencing.

Why a Broadband Network?

Quality of service to eliminate “jitters” on streaming video and voice applications

Connection of all kiosk locations to central fill location

Increased bandwidth to power future kiosk applications

What is the New Edge Networks solution?

New Edge Networks provisioned an ATM over DSL network for Duane Reade, which gave them the reliability and bandwidth they required for the kiosk applications. Using the kiosks’ real-time audio and videoconferencing feature, customers can speak to live pharmacists 24x7, and scan prescriptions for fulfillment or automatic refill. Prescription information is sent to Duane Reade’s central filling location, where prescriptions are printed and then distributed to the Duane Reade pharmacy the customer has chosen.

What are the results?

Duane Reade reports that pharmacy kiosks have reduced their costs per prescription. Transmitting all data to a central fill location has improved operational efficiency and reduced prescription-processing costs. The kiosks also save customers time: On average, customers spend a mere two minutes dropping off prescriptions. A survey of kiosk customers conducted by Duane Reade showed that 86% have a more favorable view of the company as a result of the new kiosks and the improved customer service they provide.

What are Duane Reade’s plans for the future?

Duane Reade currently has 60 pharmacy kiosks on their private broadband network with significant growth plans for the next 18 months. They are adding several new revenue-generators to the existing kiosks, including customer loyalty programs, coupon redemption for over-the-counter items, and advertising.



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CURRENT AND FUTURE APPLICATIONS

“Our ATM over DSL network gives us the bandwidth we need to power streaming video and teleconferencing at the kiosks, and provides a time-saving, convenient solution for Duane Reade customers who order prescription medication.”

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Streaming Audio/Video



Videoconferencing



Order Processing/History



Kiosks



Coupon Redemption

Benefits

Improved customer service and shorter lines at the pharmacy

Bandwidth and scalability to add future applications

Increased prescription volume

Lower network costs than other major carriers

