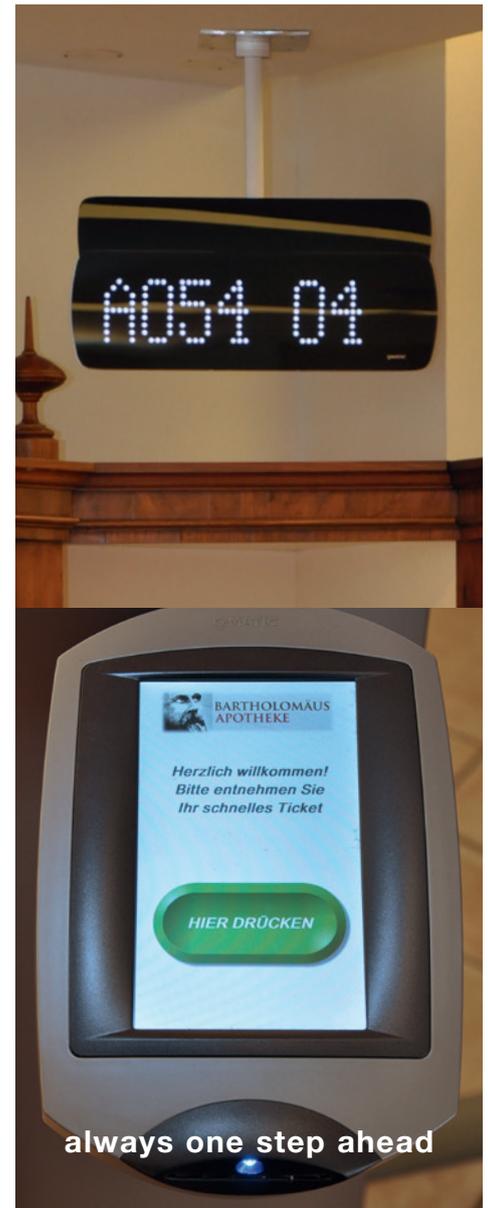


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Success Story. Bartholomäus Pharmacy Vienna.

Customer flow management and video surveillance
from Kapsch.



The best prescription for the customers of the Bartholomäus pharmacy in Vienna.

The Bartholomäus pharmacy has been one of the most popular pharmacies in Vienna's 17th district for many years. The good location in a small but heavily frequented shopping center at the lively Elterleinplatz square ensures very high customer traffic as well as a correspondingly high workload for the seventeen employees at the five service

stations. The throngs of customers may be good for business, but it means stress for the employees, waits for customers and failure to observe a discreet distance. The long waits at the counters also resulted in over-the-counter products and special offers in the self-service area being overlooked by customers. While stuck in line, customers could

not look around pharmacy and learn about what was on offer. In addition, there was no way for frail persons to seat themselves while waiting to be served. The best prescription for long lines and employee stress: customer flow management from Kapsch.

Customer flow management from Kapsch: For the perfect customer flow.

Customer flow management from Kapsch provides for the ideal control of customer flows and thereby for consistent optimization of the service quality. And all thanks to innovative technology and state-of-the-art components such as displays, terminals and apps. An efficient and simple

“chain of success”: the customer arrives, draws a ticket, waits briefly, is called up, approaches the correct service station and is immediately served by the staff. For the Bartholomäus pharmacy, Kapsch developed and implemented a complete solution: with ticket printer, LCD touchscreen, LCD

overview displays, LED display counter, operating terminals and an audio announcer. To ensure that security is not overlooked, a video surveillance system with an IP-based HD camera was implemented at the same time. All from a single source – and in the proverbial Kapsch quality.

Desired effects thanks to full-service Kapsch solutions.

Kapsch oversaw the entire process: from consulting and concept development to realization of the complete solution with cabling, installation and startup of the system. Running cables in existing buildings is always a complex task, but Kapsch was

able to accomplish this without interrupting the continued operations. The placement of the LED displays and the waiting areas was defined within a joint process. The entire process – from awarding of the contract to startup – was completed in just six months:

a three-month preparation phase with status quo analysis and evaluation of the requirements followed by three months for the implementation.

Bartholomäus pharmacy and Kapsch: A healthy team.

Customer flow management from Kapsch quickly achieved the desired results and has proven the means of choice for optimizing the customer service. *“I love the new calm and relaxed atmosphere that now prevails in our pharmacy thanks to customer flow management from Kapsch. We can now focus much more than before on the needs of our customers and take more time for them,”*

says Johannes Mühlbacher, owner of the Bartholomäus pharmacy. The reactions of customers and employees to the customer flow solution are almost entirely positive: the workflows are clearer, the waiting times are much shorter, the service is significantly improved. The Bartholomäus pharmacy and Kapsch: always one step ahead together.



Kapsch Group

Kapsch is one of Austria's most successful technology corporations, specialized in the future-oriented market segments of Intelligent Transportation Systems (ITS), Railway and Public Operator Telecommunications as well as Information and Communications Technology (ICT). Kapsch. Always one step ahead.

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