

Pharmacy2u

Rich Communication Services offers new ways to engage with patients

Customer Summary

Customer name
Pharmacy2u

Industry
Healthcare

Category
UK



Prescriptions and more on your phone

RCS is the latest update to messaging on Android devices which supports messaging with images, prepared responses to questions, and message receipt notifications. It offers a more intuitive and personal way to communicate with customers, feeling more like a conversation than a one-way text or email. O2 worked with partner, Webex, to trial RCS technology, creating customer experiences which looked at the retention and acquisition of patients for Pharmacy2U.

Responses were double what would have been expected from email and significantly more than SMS, with a high volume of patients being retained. The group now plans to extend the service to all of its eligible users and is looking at additional functionality, with new ways to remind patients when their medication is due, when they need to reorder, check criteria before the next prescription order (e.g., blood pressure), and more engaged account service messaging.



About Pharmacy2U

Pharmacy2U is the UK's largest dedicated online pharmacy, with over 570,000 patients. As the group's technology partner, O2 suggested using Rich Communication Services (RCS) as an innovative and effective way to improve communications with patients.



Challenges

- Online access to patients required
- Need to deliver a more personalized prescription experience
- Industry regulations forbid offering incentives
- Needed a solution that didn't rely on a dedicated app



Objectives

- Improved connectivity with patients
- Increased response rates compared to other channels
- More intuitive customer experience
- Greater return on investment

“In our research, patients said that they understood how it worked straight away, there was no need for explanation because the RCS messages were so intuitive.”

Chris Wade, Head of Marketing, Pharmacy2U

Results



More cost effective communications

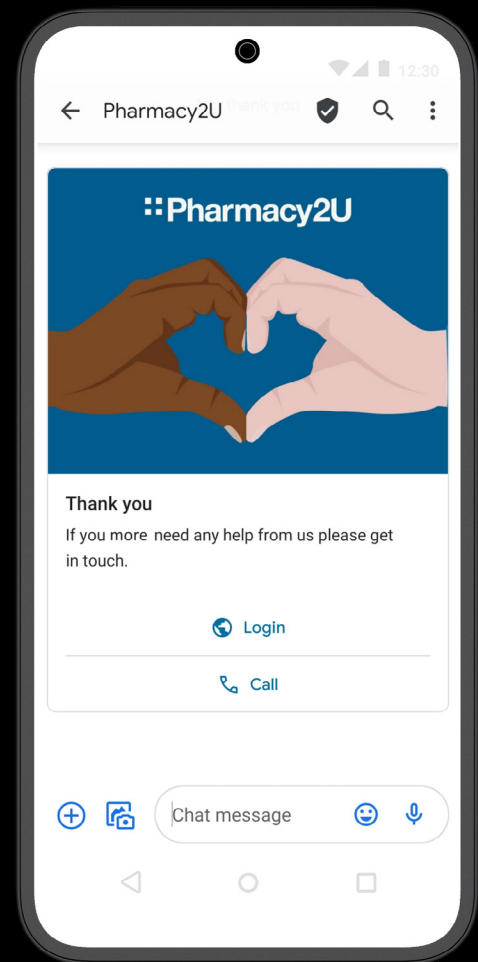
Initial costs were offset by the greatly increased response from users, including previous customers who re-engaged with the service.



Greatly improved response rates

Patients engaged via RCS at a rate of 52% which was higher than email and SMS.

“We know that patients love our service and the technology that drives it, and innovation in communications is a core part of maintaining our market leading proposition. Using new technology to offer our patients positive and personalized interactions with us is a key part of enhancing our offer.”



Chris Wade, Head of Marketing, Pharmacy2U



Increased loyalty

Nine out of ten users have already said they'd recommend the service to a friend and the increase in returning customers from the trial imply that this is likely to grow.

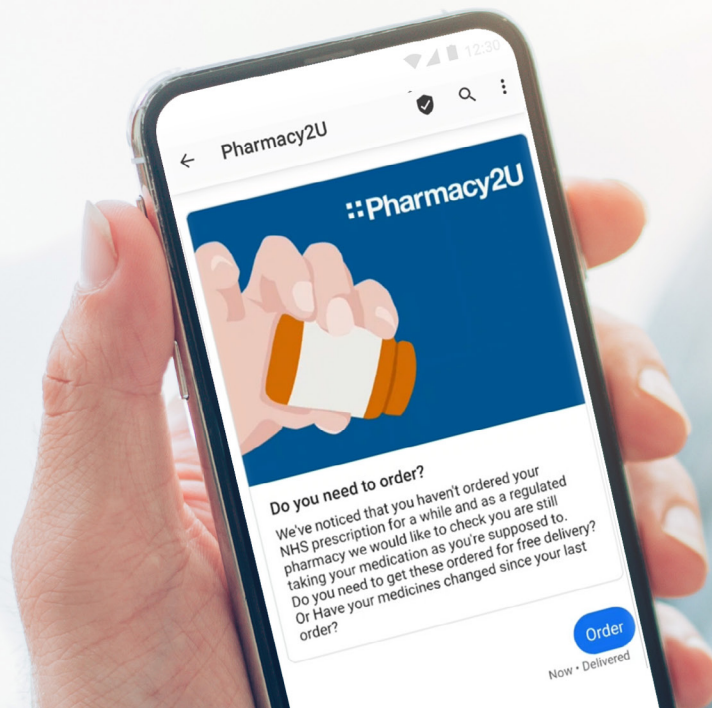


Retention

Messages to previous patients resulted in 36% more patients returning to Pharmacy2U versus email and SMS.

“O2’s expertise in communications technology innovation combined with their culture of collaboration within a fun environment, has resulted in delivering these genuinely useful and innovative services to our patients alongside some impressive KPI improvements.”

Ian Swales, Director of Product, Pharmacy2U



“We are pleased to have worked with O2 to enable Pharmacy2U to bring the benefits of RCS to their customers and see the results that richer, conversational interactions can deliver.”

David Creasey-Benjamin, SVP Future Messaging, Webex

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For more information
Speak to one of our experts today.