

DAMOVO

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MULTIPHARMA TRANSFORMS TO A NEW WAY OF WORKING WITH DAMOVO

2000 Multipharma employee workspaces equipped with Cisco UC&C and Cisco Meraki infrastructure to improve communication and collaboration



Industry:
Healthcare

Region:
Belgium

Size:
2,000 employees

multipharma.be

About MultiPharma

MultiPharma operates the largest network of pharmacies in Belgium – with 270 pharmacies present in all regions and provinces of the country under the MultiPharma, Ui and De Voorzag brand.

Over the past two years, pharmacy network MultiPharma has been creating a New Way of Working environment for its 2000 employees, both at its headquarters as well as the 270 MultiPharma, iU and De Voorzorg retail outlets across Belgium. In support of this, Damovo, a leading provider of business communications solutions and services, has installed an end-to-end Cisco UC&C/Cisco Meraki infrastructure across the organisation.

MultiPharma has been active on the Belgian market since 1921. During this time the industry has undergone significant changes. Fabienne Bryskère, CEO at MultiPharma comments: "We have seen how the changing world, and particularly the digital revolution, have significantly impacted our industry - especially in the last few years. The rise of e-commerce, for example, means that we must thoroughly rethink the way in which we offer our products and services. Customer and employee expectations have also evolved. In order to keep up with this evolution, and to strengthen our position as market leader, we decided to invest in both a new headquarters and a new communications infrastructure, with an ambitious goal: to create a complete New Way of Working throughout our entire network."

Damovo's Approach

MultiPharma enlisted Damovo's help to develop the right technology strategy to support this vision. As part of the first phase, Damovo equipped the brand new MultiPharma headquarters with a comprehensive Cisco UC&C platform, with integrated video conferencing, WiFi and call centre. During the second phase, the company also provided the 300 MultiPharma, De Voorzorg and iU retail locations with a Cisco Meraki infrastructure for UC&C and WiFi access.

In phase three, the warehouse, which supplies stock to all of the stores up to twice daily, was also fitted with a new UC&C infrastructure. As a result, all communication both within and between all of the company's locations (headquarters, warehouse and retail stores) is operated via Voice over IP (VoIP).

Customer Value

The new UC&C platform has revolutionized the way the company collaborates. The traditional offices and desks at the headquarters – including those that belong to management – were replaced with a modern open workspace, complete with flexi desks. Employees are now able to move around freely and yet communicate at any moment through their laptops and headsets. Video conferences can now be easily set up – making the everyday contact between employees more personal and efficient. It is now also possible to organize video-enabled workshops with pharmacy employees across the country – saving them the both the cost and trouble of travelling to the headquarters. This time can be better utilised with their customers at the stores.

The platform was also optimised for the call centre. All MultiPharma employees now have access to one single phone number – in order to ask their questions. From here, they are quickly and efficiently routed to the correct person.

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Fabienne Bryskère,
CEO, MultiPharma

Fabienne Bryskère: “Damovo’s solution enhances the collaboration between employees and improves their job satisfaction. Our customers receive better information and overall levels of service as a result. The New Way of Working project supports our growth strategy and helps us to expand our market share in the Belgian pharmacy market. Damovo set itself apart by not limiting its advice to information about the technology architecture and its implementation. Comprehensive employee training and communication ensured that the transition went smoothly - enabling our staff to quickly embrace the New Way of Working. Without this crucial aspect, the project would never have succeeded.”

The future

In order to grow even further in its role as the pharmacy specialist and supplier for customers, Multipharma is building a brand new warehouse. All of the retail outlets will be supplied from this warehouse – sometimes up to twice a day. It will be equipped with an ultramodern UC&C infrastructure that Damovo will also integrate into the entire network.

Multipharma is also evolving towards a new positioning as a personal advisor, developing new internet services and a loyalty programme. It is also transforming its network of shops with a modern design. This project will be completed in 2020. “We have a very clear vision of what the pharmacy of the future will look like and what role it will play for the customers. Damovo’s advice and support play an important role in realising this vision. We therefore look forward to the future of Multipharma with a great deal of confidence,” concludes Bryskère.

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Fabienne Bryskère,
CEO, Multipharma

Damovo delivers technology-enabled business efficiencies to enterprises around the world, enabling them to stay ahead in today's digitally transforming world.

Our customers benefit from our 40 years of experience, expertise and ecosystem of industry partners. Through our consultative approach (understand, deliver and improve) we work with our customers to explore how technology can support their business objectives now and into the future. Our portfolio includes solutions around Unified Communications and Collaboration, Enterprise Networks, Contact Centres, Cloud Services and Global Services.

Damovo has regional offices across Europe and a global capability spanning over 120 countries. Whatever the sector and wherever the geography, we give our 2,000 customers the tools they need to accomplish continuous business improvement.

Explore more at www.damovo.com