



ESTEEMED FAMILY RUN PHARMACY INTRODUCES AMBIENT SCENTING

Farmacia Toschi is an extremely popular pharmacy in Bologna, Italy. Since the 1700s the pharmacy has been a family run business committed to providing personalized medical services. Today the pharmacy has grown their business with a strong online presence and their historic location is busier than ever.



PLEASANT AMBIENT SCENT MADE PEOPLE MORE HELPFUL. AMBIENT SCENTING CAN IMPROVE YOUR EMPLOYEES' CUSTOMER SERVICE PERFORMANCE, AND YOUR CUSTOMERS' PERCEPTIONS OF THEIR SERVICE.



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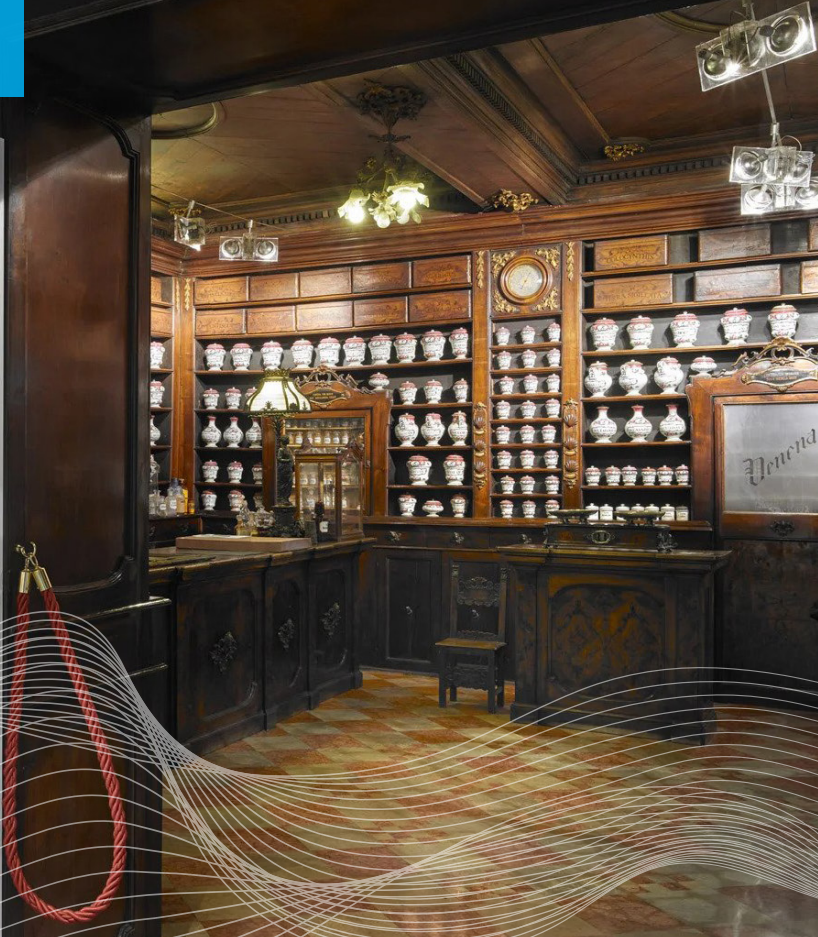
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THE CHALLENGE

How could Farmacia Toschi create an elevated environment for their historic location and simultaneously improve customer experience?

THE SOLUTION

In February of 2016, Farmacia Toschi decided to improve their customers' experience in the crowded waiting areas by adding ambient scenting.

One AQ270 with Table Top stand was placed on a shelf in the middle of the pharmacy. The AQ270 is the ideal size for the space. The fragrance "Happy Elixir" was chosen for the brand.

THE RESULTS

By adding "Happy Elixir" fragrance to their pharmacy, Farmacia Toschi has drastically improved their customers' experience.

HIGHLIGHTS

- THE FRAGRANCE "HAPPY ELIXIR" WAS CHOSEN FOR THE BRAND.
- AMBIENT SCENTING HAS BEEN PROVEN TO IMPROVE CUSTOMER EXPERIENCE IN RETAIL ENVIRONMENTS AND CAN DECREASE PERCEIVED WAIT TIMES.



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