



## POPULAR PHARMACY DIVISION INTRODUCES AMBIENT SCENTING

Nicho Pharmacy is a division of Nihon Chouzai Co. The pharmacies are popular and widespread throughout Japan.



 **日本調剤**



AMBIENT SCENT CAN REDUCE  
PERCEIVED WAITING TIMES  
AND IMPROVE CUSTOMER  
EVALUATIONS OF SERVICE.



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## THE CHALLENGE

How could Nichu Pharmacies create a relaxing branded atmosphere, especially for customers waiting in the drug dispensing area?

## THE SOLUTION

In May of 2013 Nichu Pharmacies introduced our scenting services.

Five AQ270s were installed in four locations to diffuse "Happy Elixir" fragrance.



## THE RESULTS

By adding a pleasant fragrance to their stores, particularly the waiting lobby areas, Nichu Pharmacies have greatly improved their customers' instore experience.

After over three years of continuous service, they report complete satisfaction with the effectiveness of the scenting program.

## HIGHLIGHTS

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

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