



Success Story

# Cook's Pharmacy Generates Sales with Epicor® Gift Cards



## Company Facts

- Headquarters: Eminence, Kentucky
- Industry: Pharmacy
- Number of Stores: 3
- Employees: 54
- Solution: Epicor Eagle Gift Card



## Success Quote

“I highly recommend Epicor Gift Cards. They save time, boost store image, and keep our cash where it needs to be—in our business.”

Melissa Young, CFO | Cook's Pharmacy

## Executive Summary

Cook's Pharmacy has been an Epicor customer for 25 years. Cook's three locations rely on the Epicor Eagle® system to streamline and manage retail operations. Recently, Cook's implemented the Gift Card module to replace paper gift certificates. “Paper certificates were time consuming,” says Melissa Young, CFO of Cook's Pharmacy. “They were less accurate and labor intensive. And, we wanted to create a better store image.” Since implementation, the Gift Card module has solved Cook's gift certificate challenges.

## Adding Efficiency, Customers, and Sales

Cook's Pharmacy uses gift cards in regular retail transactions, for public relation donations, and for returns of \$25 or over. In regular transactions, when customers purchase a gift card, the cashier rings up the gift card SKU like any other item. Previously, Cook's paper gift certificates required back office help. “If a customer spent, for example, only \$10.69 out of a \$25 gift certificate, we'd have to go to the back office to subtract how much they had spent,” explains Melissa. “It was labor intensive and time consuming. Now it's all taken care of at the checkout counter.”

Gift cards have also enabled Cook's to increase and track its public relations efforts. Cook's provides donations in the form of gift cards, which now, they track in the Eagle system. “Sixty percent of our PR gift cards get used. New customers come in to redeem the donated gift cards and often buy more,” describes Melissa. “We're definitely bringing more people into the store with the gift cards.”

Finally, Cook's introduced a new return policy with the switch to Gift Cards. Customers receive a gift card for any return of \$25 or over. “We see the biggest money generator from our refund policy,” states Melissa. “We have issued about two thousand dollars in gift cards for returns. Since customers have to use the card in our store, the money stays in our business.”



## Improved Professional Look

The Epicor Gift Cards have also provided a more professional look for Cook’s Pharmacy with Cook’s selecting the images that appear on the cards. “We chose a pharmacy image for prescription gift cards, and seasonal images for the hardware side, like flowers for spring and toys during the holidays,” explains Melissa. Cook’s earns some advertising revenue by offering space on the cards for its vendors’ logos. “We were already going to print the cards. This way we get advertising dollars to offset the cost.”

Cook’s Pharmacy has been impressed with Gift Cards. “I highly recommend Gift Cards, especially for those businesses who are currently using paper gift certificates. They save time, boost store image, and keep our cash where it needs to be—in our business.”

## About Epicor

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail, and services industries. With nearly 40 years of experience, Epicor has more than 20,000 customers in over 150 countries. Epicor solutions enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional and, global businesses demand. For more information, visit [www.epicor.com](http://www.epicor.com).



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