

CASE STUDY

INDUSTRY: RETAIL



8,300+ location retailer

Client Overview

This **8,300+ location retailer** specializes in filling prescriptions, health and wellness products, and health information. Approximately 78 percent of the U.S. population live within 5-miles of this retailer. Another great revenue source for the retailer is its digital photo printing service, available in-store, on its website, or via the app.

Velocity had established itself as a reliable resource for this retailer back in 2011 when it supported 22 flagship stores with network and Wi-Fi services. Then again, in 2012, Velocity provided emergency phone and internet services after Hurricane Sandy.

The Need

Photo development and photo-finishing services have historically been one of the retailer's most profitable departments. With the rise of digital cameras, smartphones with superior camera quality, and photo printing, the retailer needed to keep up with customer demand and stay ahead of competitors who launched new photo services. In addition, the retailer wanted a reliable partner to take complete end-to-end ownership of its photo program, along with equipment installations and customer support.



8,309
Active locations



57,639
Supported devices



10+ Years
Serving this client



6,400
Monthly Avg
ticket intake



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The Solution

When this retailer needed a partner to help enhance its photo services, Velocity did the following:

- Installed **3,500 photo labs**
- Developed an **entire photo program**
- Built a **dedicated call center team** to provide the retailer with exclusive support
- Created a **specialized photo printer repair department** dedicated to supporting the retailer's photo operations



7,000
Monthly Avg
store calls



1,713
Monthly Avg
devices repaired

The Results

Customer-driven solutions: Velocity provided and **installed equipment for 3,500 photo labs** created an entire photo program tailored to the customer's photo division.

Superior customer service: Velocity's **call center, dedicated to the customer's photo department**, monitors and provides tech support 24/7 for troubleshooting customer questions — taking an average of **7,000 calls** per month.

Best-in-class repairs: Velocity's fully integrated **Repair Depot Services** are performed in state-of-the-art facilities by trained and certified technicians focused on repairing networking devices, printers, computers, and more. Velocity's Repair Depot team actively works to **extend the life of** the pharmacy retailer's photo lab equipment on time and within budget—**repairing an average of 1,713 devices** per month.

Today

Velocity has proudly served the **8,300+ location retailer** since 2011, providing a top-tier service with dedicated customer service teams and around-the-clock support. A true pioneer in its industry, this retailer remains a leader in pharmacy services and continues to evolve to stay relevant in the photo services arena. Since our equipment's initial installation, Velocity has installed **3,500 photo labs** for this retailer. Today, Velocity continues to support the retailer by providing the gold standard of service—accommodating and supporting special service requests and delivering an enhanced customer experience in every aspect of our partnership.

