



Boots UK

Retailer of the Year



Walgreens Boots Alliance

Boots UK

Boots is the UK's largest pharmacy-led health and beauty chain.

Boots is now a household name with stores all over the world and a number of hugely successful own-brand ranges. It's risen from humble beginnings to become the well-known and loved company it is today.

With around 2,500* stores ranging from local community pharmacies to large destination health and beauty stores.

Our purpose is to help our customers look and feel better than they ever thought possible.

Helping the consumer feel good is at the heart of what we do, and how we operate, helping everyone to project the most confident form of themselves.



Fragrance within Boots

Fragrance is a key segment for the overall business, with a large presence across the store estate.

Boots is able to provide an unrivalled breathe of offer for the UK consumer using a wide range of assets to surprise and delight the customer base while projecting all available brands in their best light.

The customer is at the heart of how Boots operates, with a desire to help educate customers around the wide range and history of the fragrance market, and the brands within it.

Specific activity that has been used in this regards are;

- Joint collaborations with key suppliers
- Passionate & highly trained Store Colleagues
- Fully integrated High Street & Online experience



Collaborations with key suppliers

Collaborative working with key supplier partners allows Boots to deliver a invigorating customer experience, with bold examples being;

- 12 Days of Dior
- Christmas Wrapped Up (L'Oreal Luxe)

12 Days of Dior

- Eye-catching store environment to engage customers
- Knowledgeable & approachable advisors in store
- Beautiful & Exclusive free gifts with each Dior purchase

Christmas Wrapped Up

- Bespoke units within store to support the customer journey
- Staff training to give a value adding experience for customers
- Simply mechanic supporting the overall experience



Advisors

Within Boots, customer advisors are core the experience that is offered in our stores.

The passion that each advisor holds is on demonstration each day through the personal, supportive and convenient experience that they provide.

Each member of staff assists the customer in finding the correct product for themselves or their loved one.

Collaboration with key partners is key to ensure that correct levels of training and education is provided to the advisors in store to ensure the seamless service is delivered day in day out.



Connected Experience

Boots is the UK's largest pharmacy-led health and beauty chain, with a key emphasis placed upon ensure a smooth customer journey both in or stores & online.

Boots.com provides an ideal space to help customers learn and experience brands in more depth, and provided an ideal place to browse the fragrance category.

Supported by an unrivalled Order & Collect proposition, allowing customers to have fragrance delivered in any one of our 2,500* stores the next day, Boots is in the position to give the fragrance customer the most convenient shopping journey available.

