



# Case study

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## CLIENT

Kronans Droghandel

## INDUSTRY

Medicine and health

## REGION

Sweden

## ARKADIN PORTFOLIO



ArkadinAnytime™



ArkadinAnywhere™

**Kronans Droghandel, Sweden’s third largest pharmacy, continuously train their employees using ArkadinAnywhere.**

## About Kronans Droghandel

Kronans Droghandel was established in 1907 in Gothenburg and ever since have distributed medical drugs to pharmacies. Following the deregulation of the pharmacy market (2009), Kronans Droghandel started pharmacies all over Sweden. Kronans Droghandel is Sweden's third largest pharmacy with over 200 stores across the country. The company is owned by Oriola-KD (80%) and the Cooperative Union (20%), and has approximately 1300 employees. Website: [www.kronansdroghandel.se](http://www.kronansdroghandel.se)

## Before Arkadin

The need for online training grew when Kronans Droghandel decided to launch a new computer system “KEX”, Kronans Expeditionssystem. With approximately 200 pharmacies spread across Sweden and a constantly growing company, education online seemed to be the most effective solution. “We wished, in a simple and clear way, to continually educate our employees, without having to gather them in one place” says **Petra Carlsson**, Education team leader at Kronans Droghandel. The aim was to give the employees the possibility to develop and, at the same time, work efficiently as well as keep travel costs down.

Kronans Droghandel weren’t happy with their past provider.

“We were dissatisfied with the quality and we were also concerned about the cost” says **Gustav Aspengren**, Head of computer-, telecom- and conference services at Kronans Droghandel. Other options emerged, among them a free service provider. “The free service had limitations, for example maximum users per conference. We wanted something more flexible and trustworthy” says Petra Carlsson. Arkadin was put as a suggestion during a management meeting. Following an initial phone conversation, two representatives from Arkadin came to demonstrate the benefits with Arkadin Anywhere.



## Why Arkadin

"As we were a young company, we didn't want to sign a long contract. Arkadin suggested an ongoing contract – we simply pay for what we use."

"We have no need for a range of options and complex systems. We need a programme that is manageable for our employees. Now we have found that in Anywhere."

"The service we have received from Arkadin has been very professional, especially in terms of their availability and responsiveness."

## Implementation process

"Anywhere seemed easy to use and we wanted to start immediately" says Gustav Aspengren after his first look at Arkadin's meeting solution. Test accounts were sent out while KEX-trainers were offered briefings in how to manage the service.

**Elin Hederos**, KEX-instructor and the future Training Manager, said:

"After staff from Arkadin demonstrated the service, I felt confident enough to organise a training session myself. Anywhere works smoothly as it has from the very start."

Kronans Droghandel had their first online training session in November 2010, a couple of weeks after the first contact with Arkadin. The add-on for Microsoft Outlook was installed on all administration computers to make it as simple as possible to connect, to start or participate in a conference.

## How does it work?

In total there are 14 KEX-trainers who organise the sessions, with themes from stocktaking to invoice systems. Through a link on the company's intranet, or directly through Microsoft Outlook, participants can get access to the virtual classroom.

"It's comforting that I can teach from home, from a pharmacy or when I'm on the go" says Elin Hederos. "We choose to keep all the lines open to encourage an open discussion. Knowledge improves when participants can ask spontaneous questions".

Kronans Droghandel regularly train their employees using Arkadin Anywhere, with an increase of 277%<sup>1</sup> between April and June 2011. In the autumn the company have plans to organise meetings in the mornings as well, before the pharmacies open.

"With Anywhere, we can instantly react to changes and all our employees get the opportunity to participate, wherever they are located" says Petra Carlsson.

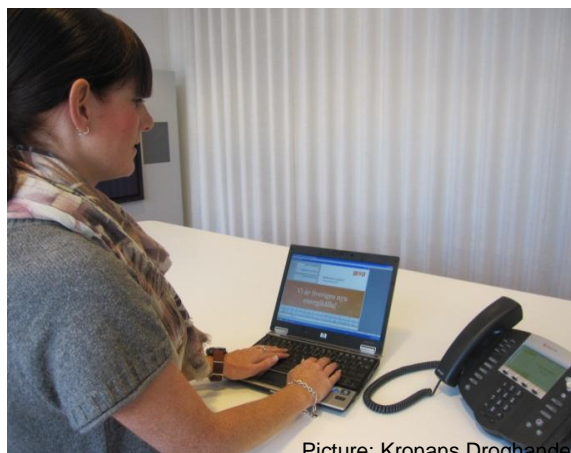
## Kronans Droghandel's benefits from ArkadinAnywhere

- + reach all pharmacies despite region or location
- + easy to use communication
- + easy to invite participants
- + minimise employees travel
- + minimise administrative work
- + a complement to telephone conferencing
- + customer service speak local language
- + support and demonstration from day one

## About Arkadin

Arkadin, a unified communications company, provides businesses with online collaboration solutions through a variety of global collaboration tools. Businesses may choose from conference calling, online meetings, or video and web conferencing solutions. With locations in 27 countries covering the globe, Arkadin offers true international collaboration services through their unified communication solutions.

Web site: [www.arkadin.com](http://www.arkadin.com)



Picture: Kronans Droghandel

<sup>1</sup> Minutes per month, ArkadinAnywhere