

Connecting Every Team Member: Priceline Pharmacy's Digital Workplace Success

How Australia's largest health and beauty retailer empowered 8,500+ employees across 470+ stores

At a Glance

Company: Priceline Pharmacy - Australia's largest health and beauty retailer
Scale: 8,500+ team members across 470+ stores
Challenge: Communication bottlenecks

Key Results:

- 200,000+ emails eliminated
- 1.6 million minutes of learning delivered
- Record-breaking business performance

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– Cathi Scarce, GM Customer Operations

Introduction

Cathi Scarce knew that if Priceline Pharmacy was going to maintain its position as Australia's leading health and beauty retailer while expanding into new retail concepts, the company needed to fundamentally rethink how it connected with its frontline teams. Scarce, GM Customer Operations at Priceline Pharmacy, was facing a challenge that many retail leaders know well: how do you ensure consistent, timely communication across 470+ stores and 8,500+ team members without creating information bottlenecks?

As part of the Wesfarmers group, Priceline was experiencing rapid growth and expanding into new formats like atomica beauty stores and modern pharmacy concepts. But their communication infrastructure wasn't keeping pace with their ambitions.

"The information that we provide to stores to help customers now gets to all eight and a half thousand team members, as opposed to our previous reliance on just 470 cascading all of that information," Scarce says.

That transformation required completely reimagining how Australia's largest health and beauty retailer connected with its frontline workforce.

The Challenge: Communication Bottlenecks at Scale

Before WorkJam, Priceline's communication structure created significant barriers:

- Limited access: Only 470 Retail Managers had direct access to critical business information
- Information cascade issues: Important messages filtered through multiple layers and shifts
- Inconsistent execution: Information became diluted by the time it reached frontline teams
- Email overload: Over 200,000 emails clogging communication channels
- Disconnected workforce: Team members felt isolated from the broader organisation
- Paper dependency: Manual processes created inefficiencies and sustainability concerns

The challenge was compounded by training gaps. Team members struggled to find time for development during working hours, new employees felt overwhelmed by complex onboarding, and there was no standardised way to track compliance or knowledge retention. Instead of making assumptions, Priceline took a listening approach.

"We took a roadshow around the country and listened to team members to make sure that we understood what their requirements were, what they needed versus what we thought," Scarce explains.

The key insight: team members wanted empowerment and connection, not just better tools. Most importantly, Priceline discovered they were sitting on untapped talent.

“ I had no idea how incredible the store teams were, how creative they were, the skills they had. To be able to look from a bottom-up approach and see what they did with what we provided them was absolutely incredible.
– Cathi Scarce

The Solution: A Three-Phase Digital Transformation

Working with WorkJam, Priceline developed a strategic approach that solved immediate challenges while building for future growth.

Phase 1: Breaking Down Communication Barriers

WorkJam was deployed across all 470+ stores, giving every team member direct access to critical information through a mobile-first platform.

Initial environment setup:

- Created centralised communication hub accessible to all team members
- Implemented mobile-first, on-the-go experience for frontline employees
- Established real-time access to execution guides, training materials, withdrawal notices, and compliance requirements

The impact was immediate—critical information reached the people who needed it without traveling through multiple management layers.

Phase 2: Pink Pathways Training Program

Launched in July 2024, the Pink Pathways program addressed the training challenges with a structured approach designed to prevent information overload.

Program features:

- Gated learning pathways with staged progression
- Badging system for achievement recognition
- Detailed reporting for compliance tracking
- Bite-sized modules for accessibility during work hours

Phase 3: Multi-Brand Expansion

As Priceline expanded into new retail concepts, WorkJam enabled brand-specific environments using Target Audiences and supported brand compliance through real-time task management.

Key capabilities:

- Separate environments for Priceline Pharmacy, atomica beauty stores, and new modern pharmacy format
- Brand-specific content while leveraging shared infrastructure
- Customised communication for each brand's unique needs
- Introduced real-time task management with photo upload and rejection capabilities to minimise manual effort and provide visibility to office team

The Impact: From Silos to Connected Success

Empowering Every Team Member

The most fundamental change was democratising access to information. Instead of 470 managers acting as gatekeepers, every team member now has direct access to the information they need to excel.

"Teams are not out the back now printing off reams of data and filling out checklists that nobody checks, and are actually on the shop floor actioning the things that we want them to." – Cathi Scarce

Creating a Learning Culture

Pink Pathways transformed how Priceline approaches development, making learning accessible and engaging for frontline workers who previously struggled to find time for training during work hours.

"Our users love the simplicity of Pink Pathway. It's locked down, it's staged and it's not overwhelming from a compliance perspective." – Michelle Keane

Driving Business Results

The communication improvements translated directly into business outcomes, from record-breaking fundraising to successful product launches that wouldn't have been possible with the old cascade model.

"In the past 12 months we raised \$1.2 million. I absolutely believe 100% that our ability to really talk to that on WorkJam... allowed us to reach that record breaking number." – Cathi Scarce

Sparking Cultural Innovation

Perhaps most unexpectedly, WorkJam created a culture of recognition and healthy competition that energised teams across stores.

"The thing I love the most is what we're seeing from an execution excellence point of view, the healthy rivalry that gets created when somebody sees a display... and everyone else goes, 'I wanna do that, too.' So, you can't buy that, right?" – Cathi Scarce

The Better Because of You (BBOY) recognition program and Pink Brag Book became platforms for teams to celebrate wins and inspire each other—creating engagement that money can't buy.

The Impact In Numbers

- 8,500+ team members connected and empowered
- 470+ stores across Australia
- 656,804 training materials accessed
- 107,000 e-learnings completed in Pink Pathways (first 9 months)
- 1.6 million minutes of learning delivered
- 259,444 assessments completed
- 200,000+ emails eliminated
- \$1.2 million raised for charity in 12 months

Looking Forward: Continued Innovation and Growth

Today, Priceline Pharmacy continues to innovate with WorkJam, using the platform not just for communication and training, but as a foundation for business growth and cultural development.

The company has earned recognition across the industry, including three Inside Retail Awards for exceptional customer experience—success they attribute partly to WorkJam-enabled Pink Service training. But perhaps the most telling indicator of success is the confidence it's given leadership about the future.

"Everything that we've experienced with WorkJam so far has been so positive. It's shown us things that we never thought we would be able to do... I'd say the best is yet to come," Scarce concludes.

For a closer look at the WorkJam solution, visit workjam.com