## Sales Touch Case Study:

# Whole Foods Market VARIOUS LOCATIONS IN US & CANADA



#### The Location:

Whole Foods Market has stores located throughout the United States and Canada; Customer Comment Boards have been installed in both new and existing stores. Typically, the touch monitor is mounted on a wall near the entrance; however, some installations use a floor mount and others are located in specialty departments.

### Marketing Objective:

Whole Foods Market talks about mission, excitement and fun when answering the question, "Who are we?" Their Core Values not only include "selling the highest quality natural and organic foods available" with passion but "satisfying and delighting our customers" with extraordinary customer service.

Extraordinary customer service is defined as meeting or exceeding customer expectations - competently, efficiently, knowledgeably and with flair. Whole Foods customers expect quality food products as well as information - specials, products and upcoming events. And, Whole Foods constantly innovates and isn't afraid to try new ideas and concepts.

Many organizations have some way for customers/employees to provide feedback regarding their experiences. Sometimes it is a board with handwritten notes or a box or a website. Who knows if they're read, when they're read or what happens next?

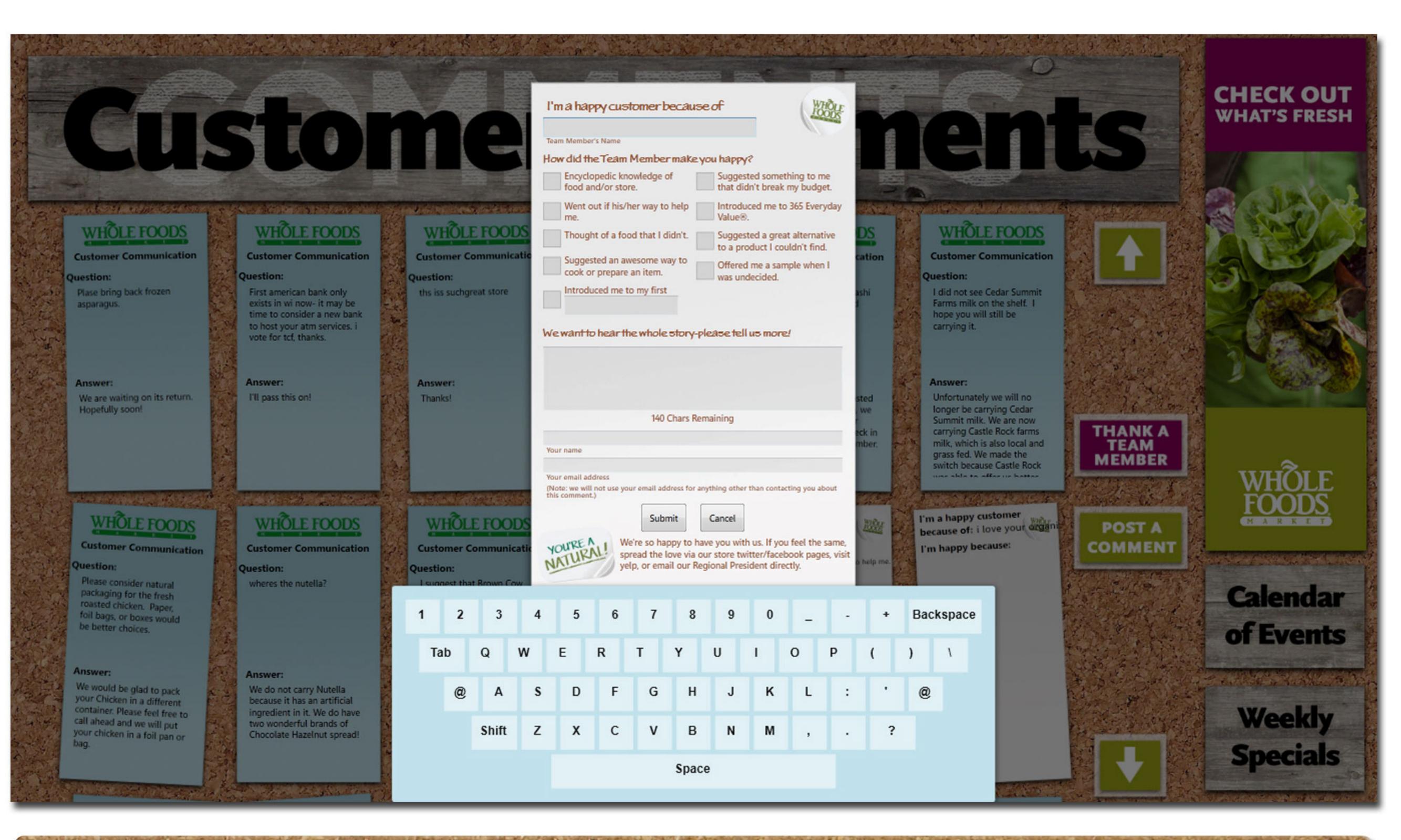
Whole Foods not only actively solicits customer comments, it immediately sends the comments to team members for review/response and displays both the question and response upon review. Their objective is interactive engagement as a way to further involve and inform the customer. A similar interactive experience can be shaped for any customer-focused organization.





**Customer Comments** 

Customers have the option of an on-screen or physical keyboard to submit their comments.





Calendar of Events

Every organization has programs and events; provide an appealing calender display for yours.



# Weekly Specials









Specials

A multi-touch monitor provides stretch, pinch and twirl options for any posted file.