

SalesTouch 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.



Software Solutions since 1985

Sales/Marketing, Construction Scheduling and Warranty/Customer Service Software
3035 Prospect Park Drive, #90, Rancho Cordova, CA 95670 (800) 648-6608 www.cpsusa.com

Customer Comments

CHECK OUT WHAT'S FRESH



WHOLE FOODS MARKET

Calendar of Events

Weekly Specials

WHOLE FOODS MARKET
Customer Communication

Question:
Please bring back frozen asparagus.

Answer:
We are waiting on its return. Hopefully soon!

WHOLE FOODS MARKET
Customer Communication

Question:
First american bank only exists in wi now- it may be time to consider a new bank to host your atm services. i vote for tcf, thanks.

Answer:
I'll pass this on!

WHOLE FOODS MARKET
Customer Communication

Question:
this is such great store

Answer:
Thanks!

WHOLE FOODS MARKET
Customer Communication

Question:
Please take a moment to give us your comments, suggestions or questions. If you need a personal or confidential reply, please include your phone number or e-mail address.

Answer:

WHOLE FOODS MARKET
Customer Communication

Question:
I did not see Cedar Summit Farms milk on the shelf. I hope you will still be carrying it.

Answer:
Unfortunately we will no longer be carrying Cedar Summit milk. We are now carrying Castle Rock farms milk, which is also local and grass fed. We made the switch because Castle Rock was able to offer us better

WHOLE FOODS MARKET
Customer Communication

Question:
I did not see Cedar Summit Farms milk on the shelf. I hope you will still be carrying it.

Answer:
Unfortunately we will no longer be carrying Cedar Summit milk. We are now carrying Castle Rock farms milk, which is also local and grass fed. We made the switch because Castle Rock was able to offer us better



THANK A TEAM MEMBER

POST A COMMENT

WHOLE FOODS MARKET
Customer Communication

Question:
Please consider natural packaging for the fresh roasted chicken. Paper, foil bags, or boxes would be better choices.

Answer:
We would be glad to pack your Chicken in a different container. Please feel free to call ahead and we will put your chicken in a foil pan or bag.

WHOLE FOODS MARKET
Customer Communication

Question:
wheres the nutella?

Answer:
We do not carry Nutella because it has an artificial ingredient in it. We do have two wonderful brands of Chocolate Hazelnut spread!

WHOLE FOODS MARKET
Customer Communication

Question:
I suggest that Brown Cow

Answer:

WHOLE FOODS MARKET
Customer Communication

Question:
Please take a moment to give us your comments, suggestions or questions. If you need a personal or confidential reply, please include your phone number or e-mail address.

Answer:

WHOLE FOODS MARKET
Customer Communication

Question:
I did not see Cedar Summit Farms milk on the shelf. I hope you will still be carrying it.

Answer:
Unfortunately we will no longer be carrying Cedar Summit milk. We are now carrying Castle Rock farms milk, which is also local and grass fed. We made the switch because Castle Rock was able to offer us better

WHOLE FOODS MARKET
Customer Communication

Question:
I did not see Cedar Summit Farms milk on the shelf. I hope you will still be carrying it.

Answer:
Unfortunately we will no longer be carrying Cedar Summit milk. We are now carrying Castle Rock farms milk, which is also local and grass fed. We made the switch because Castle Rock was able to offer us better



140 Chars Remaining

Submit Cancel

1 2 3 4 5 6 7 8 9 0 _ - + Backspace

Tab Q W E R T Y U I O P () \

@ A S D F G H J K L : ' @

Shift Z X C V B N M , . ?

Space

Customer Comments

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

Customer Comments

CHECK OUT WHAT'S FRESH



WHOLE FOODS MARKET

Calendar of Events

Weekly Specials

WHOLE FOODS MARKET
Customer Communication

Question:
Please bring back frozen asparagus.

Answer:
We are waiting on its return. Hopefully soon!

WHOLE FOODS MARKET
Customer Communication

Question:
First american bank only exists in wi now- it may be time to consider a new bank to host your atm services. i vote for tcf, thanks.

Answer:
I'll pass this on!

WHOLE FOODS MARKET
Customer Communication

Question:
this is such great store

Answer:
Thanks!

I'm a happy customer because of

Team Member's Name

How did the Team Member make you happy?

Encyclopedic knowledge of food and/or store.

Suggested something to me that didn't break my budget.

Went out if his/her way to help me.

Introduced me to 365 Everyday Value®.

Thought of a food that I didn't.

Suggested a great alternative to a product I couldn't find.

Suggested an awesome way to cook or prepare an item.

Offered me a sample when I was undecided.

Introduced me to my first

We want to hear the whole story-please tell us more!

140 Chars Remaining

Your name

Your email address
(Note: we will not use your email address for anything other than contacting you about this comment.)

Submit Cancel

YOU'RE A NATURAL!

We're so happy to have you with us. If you feel the same, spread the love via our store twitter/facebook pages, visit yelp, or email our Regional President directly.

WHOLE FOODS MARKET
Customer Communication

Question:
I did not see Cedar Summit Farms milk on the shelf. I hope you will still be carrying it.

Answer:
Unfortunately we will no longer be carrying Cedar Summit milk. We are now carrying Castle Rock farms milk, which is also local and grass fed. We made the switch because Castle Rock was able to offer us better



THANK A TEAM MEMBER

POST A COMMENT

WHOLE FOODS MARKET
Customer Communication

Question:
Please consider natural packaging for the fresh roasted chicken. Paper, foil bags, or boxes would be better choices.

Answer:
We would be glad to pack your Chicken in a different container. Please feel free to call ahead and we will put your chicken in a foil pan or bag.

WHOLE FOODS MARKET
Customer Communication

Question:
wheres the nutella?

Answer:
We do not carry Nutella because it has an artificial ingredient in it. We do have two wonderful brands of Chocolate Hazelnut spread!

WHOLE FOODS MARKET
Customer Communication

Question:
I suggest that Brown Cow

Answer:

WHOLE FOODS MARKET
Customer Communication

Question:
Please take a moment to give us your comments, suggestions or questions. If you need a personal or confidential reply, please include your phone number or e-mail address.

Answer:

WHOLE FOODS MARKET
Customer Communication

Question:
I did not see Cedar Summit Farms milk on the shelf. I hope you will still be carrying it.

Answer:
Unfortunately we will no longer be carrying Cedar Summit milk. We are now carrying Castle Rock farms milk, which is also local and grass fed. We made the switch because Castle Rock was able to offer us better

WHOLE FOODS MARKET
Customer Communication

Question:
I did not see Cedar Summit Farms milk on the shelf. I hope you will still be carrying it.

Answer:
Unfortunately we will no longer be carrying Cedar Summit milk. We are now carrying Castle Rock farms milk, which is also local and grass fed. We made the switch because Castle Rock was able to offer us better



140 Chars Remaining

Submit Cancel

1 2 3 4 5 6 7 8 9 0 _ - + Backspace

Tab Q W E R T Y U I O P () \

@ A S D F G H J K L : ' @

Shift Z X C V B N M , . ?

Space

Cool Beans

Here's the opportunity to recommend an employee or program.

Calendar of Events

DECEMBER

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				1 The BEET goes on.	2 Friday One Day Sale SATSUMAS	3 Gingerbread Workshop
4	5 Great Buy Pot Pie	6 Root Vegetables	7 December's Catch	8 Rock & Roll Sushi	9 Rock & Roll Sushi	10 POP... goes the Cake Pop
11 Build Your Own Holiday Brie	12 Confection Perfection	13 Great Buy Rotisserie Chicken	14 Grecian Getaway	15 Great Buy Panini	16	17
18 Cookie Monsters	19 Gluten Free Holiday Baking	20 Elegant Appetizers	21	22	23 Great Buy Cali Spring Roll	24 Open 8am-6pm
25 Closed See you tomorrow!	26	27	28	29	30	31

CHECK OUT WHAT'S FRESH



WHOLE FOODS MARKET

Customer Comments

Weekly Specials

Calendar of Events

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

Calendar of Events

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
4	5 Great Buy Pot Pie					
11 Build Your Own Holiday Brie	12 Confection Perfection					
18 Cookie Monsters	19 Gluten Free Holiday Baking					
25 Closed See you tomorrow!	26	27	28	29	30	31

11

B.Y.O.B.
BUILD YOUR OWN BRIE

TOPPINGS—2 FOR \$5

<p>Spreads:</p> <ul style="list-style-type: none"> • Fig Spread • Sour Cherry Spread • Hot Pepper Jelly 	<p>Nuts and Fruit:</p> <ul style="list-style-type: none"> • Candied Walnuts • Cranberries • Cranberry/Nut Mix
--	--

WHOLE FOODS MARKET
CLOSE

CHECK OUT WHAT'S FRESH



WHOLE FOODS MARKET

Customer Comments

Weekly Specials

Event Details

"Drill Down" for calendar details including images.

Weekly Specials

CHECK OUT WHAT'S FRESH



WHOLE FOODS MARKET

Calendar of Events

Customer Comments

WEEKLY SALES
GOOD STUFF WORTH SHARING

WHOLE FOODS MARKET
DEC 7-DEC 13

Chive Breadcrumbs *Flavorful Crustings*
MASCARPONE
creamy, rich, perfect for holiday cooking. Found in our Specialty Department. 5 oz
\$3.99 reg \$5.99 **20% OFF!**

Whole Foods Market
ITALIAN BREAD
A huge loaf with a crisp crust. Perfect for sandwiches and soups. Found in our Bakery Department. 17 oz
\$2.99 reg \$3.99 **25% OFF!**

Whole Foods Market
TWO BITE PARTY TRAYS
Delight your guests with our award-winning of course selections. Found in our Bakery Department. 17 oz
\$4.99 reg \$9.99 **20% OFF!**

Peace Foods
ORGANIC SOUPS
Lightly prepared with organic ingredients. Perfect for any time of day. Found in our Specialty Department. 17 oz
2 for \$5 reg \$10 each **30% OFF!**

Happy
BAR SOAP
Incredibly strong, made with essential oils, botanical extracts and natural colorings. Found in our Specialty Department. 4 oz
\$3.99 reg \$5.99 **20% OFF!**

GROUND TURKEY THIGH
A leaner alternative to beef, our all-natural and antibiotic-free turkey is perfect for holiday feasts. Found in our Specialty Department.
\$3.99/lb reg \$4.99 **20% OFF!**

MSC Certified • Product of Canada
SOCKEYE SALMON FILLET
Fresh, soft texture and only one bone. Full of flavor. Look for our MSC Certified logo. Found in our Specialty Department.
\$10.99 reg \$14.99 **20% OFF!**

Times Organic
RED GRAPEFRUIT
Sweet, tangy and bursting with natural antioxidants. Found in our Specialty Department.
99¢/lb reg \$1.09 **30% OFF!**

QUINOA WITH BEANS AND GREENS
Quinoa is a complete protein with eight essential amino acids. It's cholesterol-free and a fiber-rich side dish. Found in our Specialty Department.
\$5.49/lb reg \$7.99 **30% OFF!**

Made Fresh in Store
TURKEY MEATBALLS
Our busy homemade meatballs are a fun and easy addition to pasta, sandwiches or pizza. Found in our Specialty Department.
\$6.49/lb reg \$8.99 **25% OFF!**

ORDER YOUR HOLIDAY MEAL TODAY!
wholefoodsmarket.com/shop

LOOK FOR RED AND YELLOW SALE SIGNS
on these items and others throughout the store.

WEEKLY SALES
GOOD STUFF WORTH SHARING

365 EVERYDAY VALUE

OUR VERY OWN 365 EVERYDAY VALUE PRODUCTS. NO ARTIFICIAL SWEETENERS, COLORS OR OTHER UNWARRANTED.

Our 365 Everyday Value products, which include natural and organic pantry staples, frozen offerings and fast-and-easy entrees, offer high-quality items at a great value. We make it easy to stock up on the best products for the best price.

WEEKLY COUPONS
CLIP & SAVE TODAY

50¢ OFF
LAUREL HILL Kettle Cooked Chips
Selected varieties, 3 oz
WHOLE FOODS MARKET
888-SHOP-WFM
wholefoodsmarket.com

50¢ OFF
VANGEL'S Soda 4-Pack
4/12 oz
WHOLE FOODS MARKET
888-SHOP-WFM
wholefoodsmarket.com

25¢ OFF
EROS Organic Yogurt
4 oz
WHOLE FOODS MARKET
888-SHOP-WFM
wholefoodsmarket.com

50¢ OFF
BLUE SKY Blue Energy Drink
35 oz
WHOLE FOODS MARKET
888-SHOP-WFM
wholefoodsmarket.com

WHOLE BODY

BATH SALTS
Purify your skin, soothe your muscles and relax your mind. Found in our Specialty Department. 10 oz
\$9.99 reg \$12.99 **save \$2.00**

Quantum ELDERBERRY LOZENGES
Supports immune health. 18 oz
\$7.99 reg \$10.49 **save \$2.50**

Salicylic Acid 50
Exfoliates, unclogs pores, reduces acne and combats dryness. Found in our Specialty Department. 100 ml
\$9.99 reg \$12.99 **save \$3.00**

Blackberry Nectar
Natural sweetener. 16.9 oz
\$8.99 reg \$10.99 **save \$2.00**

Blueberry Tea
Lightly brewed with natural flavors. Found in our Specialty Department. 16.9 oz
2 for \$6 reg \$10 each **save \$1.00 on two**

Traditional Medicinals TEA
Supports immune health. 16.9 oz
\$3.99 reg \$5.99 **save \$1.50**

GROCERY

WILD BROTHER'S OLIVE OIL
Bottled through a special technique of cold-pressing and filtering. 16.9 oz
\$13.99 reg \$15.99 **save \$2.00**

W. W. Kaufman SPARKLING JUICE
Celebrate the season. This crisp, non-alcoholic alternative to champagne is a great choice for holiday parties. Selected varieties. 16.9 oz
2 for \$6 reg \$10 each **save \$1.00 on two**

Flavored SALSA
Blended with fresh roasted tomatoes. 16.9 oz
2 for \$6 reg \$10 each **save \$1.00 on two**

Endangered Species CHOCOLATE BARS
Ethically sourced gourmet chocolate bars that help support wildlife and their habitats. Selected varieties. 3 oz
2 for \$4 reg \$10 each **save \$1.50 on two**

Madena Natural Sweeteners RAW AGAVE NECTAR
A natural liquid sweetener made from the core of the agave plant. Selected varieties. 23.2 oz
\$4.99 reg \$5.99 **save \$1.00**

Dr. McDougall's BIG SOUP CUP
Simply add hot water for a delicious, warming and healthy soup. Selected varieties. 3.3 oz
2 for \$3 reg \$1.99

ORDER YOUR HOLIDAY MEAL TODAY!
IN STORE OR ONLINE
wholefoodsmarket.com/shop

888-SHOP-WFM
WHOLEFOODSMARKET.COM

Specials

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