



Case Study  
Edible Arrangements

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# A Mission To WOW You!®

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# Edible Arrangements sees \$18 in profit for every \$1 spent with Reality Based Group

## At the Beginning – A Mission

Edible Arrangements wants To WOW You!® They've spent years perfecting their unique and inventive fresh fruit concepts with that simple purpose in mind. Wowing doesn't come easy though; it takes a commitment to providing an exceptional customer experience each and every time. A commitment Edible Arrangements was ready to take to the next level.

Reality Based Group was ready for the challenge as well and a partnership was formed. A 12 month long pilot program was created with two goals in mind – increase the customer experience while increasing average ticket price. Within 12 months, both goals were not only met but succeeding at an ever increasing rate.

## Wowing Results

For participating Edible Arrangements the results spoke for themselves. For every dollar spent with RBG, they were seeing \$18 in profit. The partnership and increased focus on the customer experience wasn't just seeing some benefit, it was truly wowing!

# How They Achieved Wowing Results

In order to get these results the stores participating in the pilot program focused heavily on coaching and training of employees with RBG's guidance. By working with RBG and accessing their extensive training tools, Edible Arrangements was able to transform their coaching from the inside out.

First, employees and managers were recorded and evaluated in order to benchmark future progress. After the first month, managers were coached on the new process for sales. RBG had identified that their new process needed to make sales a function of service. Essentially, by concentrating on the customer experience Edible Arrangements could improve sales and upselling while increasing customer satisfaction.

After managers were made aware of the new process, employees were informed and taught the new standards. Coaching concentrated on making frontline employees both product experts and guides. For a customer interacting with a frontline employee, the expectation became this expertise and guidance. How refreshing to interact with employees who not only knew the products inside and out but could also direct customers which products might be appropriate for their needs.

## A New Reality

For Edible Arrangements, partnering with RBG allowed every employee in the pilot program to know what a good customer interaction looked like while coaching allowed them to pinpoint areas for improvement. Consistency became the new name of the game.

Further, customer and employee interaction in the pilot program was propelled by a new way of thinking, one that fostered more than just a simple transaction.

Employees began asking each and every customer the occasion for the product being purchased as well as the recipient. Employees were suddenly practicing the art of sales in their customer interactions. They weren't simply taking an order but taking a vested interest in the customer. An interest that not only increased customer satisfaction but quickly impacted average ticket price in an amazing way.

With improved coaching due to RBG's involvement and tools, managers were able to evaluate and coach employees in a way they never had before. Employees were a part of the process and had a new participation that allowed for success – both at the personal and store level. Suddenly, employees were engaged and ready.

As a result participating Edible Arrangements' upselling went through the roof! Employees weren't just completing a transaction but engaging the customer in ways that they hadn't before. Edible Arrangements was now delivering its mission To WOW You!®