



edible®

Case Study

Edible Arrangements

Real Issues.
Real Solutions.
Real Results.

Edible Arrangements Sees \$18 in Profit per \$1 Spent with RBG

Real Issues

Edible Arrangements is on A Mission To WOW You!® That doesn't come easy though; it takes a commitment to provide an exceptional customer experience each and every time - a commitment the company was ready to take to the next level.

Reality Based Group (RBG) partnered with Edible Arrangements for a 12-month long pilot program with two goals in mind:

- **Improve the Overall Customer Experience**
- **Increase Average Ticket Price**

Within 12 months, both goals were not only met but succeeding at an ever increasing rate.



Real Solutions

GameFilm®: Video Mystery Shopping

In order to get the desired results, the stores participating in the pilot program focused heavily on employee coaching and training with RBG's guidance. Edible Arrangements utilized RBG's extensive training tools to transform their coaching from the inside out.

Edible Arrangements' new program followed a specific training plan, as managers and employees are:

Month 1: *Recorded and evaluated to benchmark future progress*

Month 2 and On: *Informed of the new standards and coached on the new sales process*

RBG identified that they needed to make sales a function of service. Essentially, Edible Arrangements could improve sales by upselling while still increasing customer satisfaction. Coaching focused on making frontline employees both product experts and guides when engaging customers.

Employees could now interact with customers by not only knowing the products inside and out, but they could also direct customers to products that might be more appropriate for their needs.

Real Results

For participating Edible Arrangements locations, 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!

For Edible Arrangements, partnering with RBG allowed every employee in the pilot program to know how a good customer interaction should look. Frequent coaching allowed staff to pinpoint areas for improvement toward delivering a consistent experience.

Furthermore, RBG propelled the customer and employee interaction forward by a new way of thinking, one that fostered more than just a simple transaction.

Valuing the Customer Beyond A Transaction

Employees began asking every customer his or her name and the occasion for the product being purchased. Employees were now 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 an improved coaching method, 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.

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!®

Edible Arrangements Program Summary

Program Start:

2016

Solutions Utilized:

GameFilm®

Major Results:

\$18 Profit per \$1 Spent at RBG

Improvement in Location Scores:

11.8% Overall Score (83.1 to 94.9)

8.4% Overall Satisfaction

7.7% Order Taking Process

7.3% Speed of Service

6.2% Likelihood to Return

