April 14, 2020
Policy B5 – Treatment of Customers, last revised: June 14, 2016
I report compliance with all parts of this policy.
Unless indicated otherwise, this data is accurate as of April 14, 2020
I certify that the information contained in this report and any attachments is true.

General Manager

Policy Language

The General Manager must not be unresponsive to customer needs.

Interpretation & Operational Definition

In the sub-policies below, the Board has fully defined this policy. See each individual section below for interpretations, operational definitions, and data.

Policy Language

The GM must not:
B5.1 Operate without a system for soliciting and considering customer opinion regarding preferences, product requests, complaints and suggestions.

Interpretation

A customer comment system is an integral part of monitoring customer opinion to be positioned to provide value to customers. Businesses and communities evolve as time passes and it is important to keep up with product requests and service issues. Continuous improvement is dependent on our ability to listen to and act on customer input.

Operational Definitions

- → The Co-op will have a system in place in which customers can offer requests, suggestions or other comments. Receipt of customer comments is evidence that the system is effective.
- → The Co-op will track all written customer comments, distinguishing between product requests, positive and negative comments, and general suggestions.

→ All written comments will be recorded in a spreadsheet and response compliance is monitored by the GM and Store Manager. All managers and department heads have access to the spreadsheet.
→ Additionally, all customer comments will be reviewed by the Leadership Team (GM, Finance Manager, HR Manager, Marketing Manager, and Store Manager).
→ Every legitimate written comment containing contact information will be responded to within 2 weeks.
→ The Co-op will participate in NCG's Customer Experience Survey.

Data

→ The comment boxes and boards live near the Customer Service Desk giving customers the opportunity to speak to someone directly in addition to providing written feedback. The actual number of written comments received is reported in the Total row on the table below.
→ Customer written comments for a 12-month period ending 12/31/2019:

	2017 Report	2018 Report	2019 Report	2020 Report
Product Requests	102	67	100	148
Positive Comments	77	59	42	61
Negative Comments	89	84	157	83
General Suggestions	49	81	89	92
Total	317	291	388	384

→ Written Comment Card comment summary:
- Compliments and positive comments:
  - *Really like your Orca Bay frozen fish products. Portion size is perfect for couples looking for 2 portion recipes - no waste! Excellent quality too!!*
  - *Christian in Produce is always so helpful and a joy to talk to! So glad to see more friendly produce workers on the floor! :)*
  - *Elias always offers excellent customer service. He is the rock star of the Co-op meat department.*
  - *Loving the new vegan items on the hot bar. Pancakes, blueberry syrup, and latkes were terrific! Thanks for including!*
  - *Thank you for having a recycling station for plastics, for being so creative as to have silverware to share (even on the go!) and for doing the research so I don't always have to!*
  - *Thanks to Nick in Grocery for finding dried curry lentils, our favorite back-packing dinner.*
- Complaints and negative comments:

    - *It would be nice if there was a consistent and predictable time that lunch food appeared on the hot bar. Most places have a consistent start to lunch hours (usually no later than 11 a.m.). But I can't count the number of times I've come in between 11:30-12 and only breakfast food is being served. Makes it hard to plan a day, and I usually end up going elsewhere.*
    - *I'm commenting a 3rd time on your matcha steamers. They are chunky and poorly blended. For the high price, not worth it. Never buying again.*
    - *I always have difficulty when I want to purchase canola oil #2522. It takes a very long time to get a small amount of oil - via a tiny stream. This was not the case previously. (I previously mentioned to an employee that the placement of the container is too high, but it is still on that shelf.)*
    - *I've been a member of the Co-op for several years and used to love the hot/salad bar. For about the past year both have looked and tasted old, dry and a lot of times, wilted. I do not eat at the Co-op at all anymore because of the obvious neglect and poor attention to detail. I'm also disappointed in the appearance of a few employees that work the hot bar. They are not dressed professionally and I question the quality of my food in large part due to their appearance. The roasted vegetables used to be one of my favorite dishes, but now every time I've seen them on the bar, they're burnt, old or very soggy. There are also times that food is not refilled and empty pans are left with dry food stuck to them. I still get my Americanos from the coffee bar and will continue to do so (3-4 times every week). Thank you for your time.*
    - *Just wish you could try a little harder in food service--dirty table, empty entrees, and still 15% more than a full-service restaurant.*
    - *Find it odd the past 2 weekends I have come for breakfast has been sub-par. Both times, out of sausage, eggs are scrapings on the bottoms. Just feel the pride is lacking. Did ask staff about the sausage. Go figure...still thawing...*
- Product requests and recommendations:
    - *Vegan pumpkin pie!! :)*
    - *Bring back the orange dream cookies, please!*
    - *Please get Cinder wines from Boise!*
    - *When will the Co-op begin selling olives in bulk? I do not want to buy them in the plastic!*
    - *I recently learned about an ancient wheat, Kamut, raised organically by Bob Quinn, Montana from a radio interview and the book "Grain by Grain". Bob's Red Mill sells the flour and kamut is more nutritious than our modern wheats. Please consider this product for our Co-op. Thank you.*
    - *While I love shopping at the Co-op, one of the main reasons I don't do my weekly shopping here is the lack of rotisserie chicken. As a busy single mom,*

that is a life saver! I would love to shop more regularly at the Co-op if I could get rotisserie chickens here.

- General Suggestions:
  - *Hi Co-op! Without thinking about it, I bought a yummy foil-wrapped sandwich and ate it. As I was eating, I started wondering about the foil. I looked up "carbon footprint of aluminum." Result: 1 pound aluminum produces 20 pounds of CO2. So I weighed the foil I got with the sandwich. It weighed 0.025 pounds. This translates to 1/2 a pound of carbon emissions per sandwich. Maybe the Co-op could be better and use parchment? Or perhaps there's another way to do the sandwiches that would be more sustainable. Thanks.*
  - *Suggest a different font for "Upcoming wine tastings" for the word "wine"...it currently looks like it says "urine."*
  - *I was surprised to see an entire endcap display for Pacha Soap. While that is a good company EVERY health food store/co-op carries it. We have a wonderful soap company in town, Orchard Farm Soap. I would prefer to buy from a local company. Please support them!*
  - *I'm begging you, please, please find a non-plastic option for the cupcakes. I love them (They're delicious! Kudos to the bakery!) and would buy them all the time, but I can't bear all the plastic waste. Thank you!*
  - *I enjoy shopping at the Co-op and have some recommendations. The past few months I have been eating meat from the hot bar. The staff assured me it was non-GMO feed. That was incorrect. There is currently no non-GMO options in the hot bar, including pork and chicken. I would like some non-GMO meat options at your hot bar that are clearly labeled, similar to the V, G, D that stand for vegan, gluten free, dairy free. The general public seems to understand the dangers of non-organic food; however, there seems to be a lack of knowledge on the dangers of GMO, including the Co-op staff. This is in part, due to the fact that new research and studies on GMO foods are just starting to come to life that was not previously known and available. Thank you for taking the time to read my comment.*
  - *Please find alternatives to plastic clamshell containers that we cannot recycle.*

→ All comment-box comments were reviewed, recorded, and responded to.

→ We began participating in the Customer Experience Survey (CSX) Program in January 2019.

  → The CXS program randomly selects customers at the point-of-purchase (cash register) to participate in an online survey.

  → We try to get feedback from 100 shoppers each month.

  → Year One Data:

	Overall Satisfaction	Availability of Staff	Friendliness of Staff	Helpfulness of Staff	Cleanliness of Store	Availability of Products	Greeted by Someone Other Than Cashier
Q1 2019	72%	69%	77%	73%	70%	50%	62%
Q2 2019	74%	74%	85%	80%	77%	50%	68%
Q3 2019	69%	70%	81%	67%	75%	50%	64%
Q4 2019	77%	62%	81%	79%	71%	46%	67%

→ A sample of written comments:

- *It is such a pleasant experience to shop there. I feel like the workers are my neighbors! They are so friendly and are familiar community faces. It is truly a wonderful place to support and shop at, thought since the remodel there have been fewer product selections than before in the grocery.*
- *Great variety for people with allergies. Competitive pricing and availability. Helpful staff.*
- *Check out was easy and pleasant. I was helped by Joseph M who is always friendly and kind. I appreciate the selection of supplements.*
- *The staff is always pleasant. I enjoy the way the coop engages its patrons*
- *We are always happy with the products and staff and the Moscow COOP. We buy selected items there and often come to the deli area for brunch. The food/baker/drinks are good and the atmosphere is pleasant, even when the COOP is busy.*
- *I always buy two loaves of bread on Tuesdays. Seeduction was available but not multi-grain.*
- *I would like to have more options for prepared salads with meat/egg protein. It seems about 80% of the salads are vegetarian or vegan. I would like to have 50/50 mix of meat/vegetarian. Also the cinnamon, orange rolls, and caramel pecan rolls are tough. The flavor is good. I am not a baker, but have had rolls from other bakers that are not tough so I know it is possible.*

Policy Language

B5.2 Allow an unsafe or discriminatory environment for our customers.

Interpretation

Customers should expect to be reasonably safe while on our premises and while using products or eating food purchased from our Co-op. Similarly, they should be protected from discrimination while shopping at the Co-op.

Operational Definitions

→ The Co-op will pass all health inspections

→ We will track the # customer accidents and work with our insurance company to reduce them

→ No customer will incur injury or illness as a result of purchasing any recalled product from the co-op
→ Staff will complete a customer service training that includes content regarding discrimination

Data

→ Our most recent inspection by the Health Department took place on April 18, 2019. The inspector made some suggestions for practices we could improve, but that were not critical enough to interrupt our business operation.
→ Our April 2020 inspection by the Health Department was postponed due to COVID-19.
→ Accidents:

	# of customer accidents
FY 2015	3
FY 2016	3
FY 2017	4
FY 2018	3
FY2019	2

→ Recalls: we're alerted by both NCG and the distributor in the case of a product recall.

	# of recalls	# of reported illnesses
FY 2016	50	0
FY 2017	30	0
FY 2018	6	0
FY 2019	9	0

→ 95% of current employees have completed the Customer Service Training which is required during the initial employment period. Almost 100% of current employees have also completed a separate class on Harassment & Discrimination. We were on track for 100% completion, except for the disruptions caused by COVID-19.