April 13, 2021
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 13, 2021
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 west entrance 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 12/31/2020:

	2017 Report	2018 Report	2019 Report	2020 Report	2021 Report
Product Requests	102	67	100	148	72
Positive Comments	77	59	42	61	35
Negative Comments	89	84	157	83	28
General Suggestions	49	81	89	92	44
Total	317	291	388	384	179

- All written comments are recorded by Marketing in a spreadsheet that also tracks responses.
- 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.
  - Results:

	Overall Satisfaction	Availability of Staff	Friendliness of Staff	Helpfulness of Staff	Cleanliness of Store	Availability of Products	Greeted by Someone other than a Cashier
FY 2019	73%	70%	80%	77%	73%	50%	65%
FY 2020	77%	73%	86%	82%	80%	46%	66%

  - As a courtesy, sample comments shared monthly in the GM FYI Report.

Data supports compliance.

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
- All FY2020 health inspections were completed and the Co-op passed for all locations.
- Accidents:

	# of customer accidents
FY 2015	3
FY 2016	3
FY 2017	4
FY 2018	3
FY2019	2
FY 2020	3

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

	# of recalls	# of reported illnesses
FY 2018	6	0
FY 2019	9	0
FY 2020	8	0

- 100% of current employees have completed customer service training in their respective departments with their department managers. Our Customer Service class (which is required during the initial employment period) has been on hold due to COVID protocols
- 100% of current employees have also completed individual harassment & discrimination training with HR. The separate class on Harassment & Discrimination is also on hold.

Data supports compliance.