



# Understanding Customer Relations & Social Monitoring Reports

# OVERVIEW

**Sprouts' Customer Relations (CR) and Social Monitoring teams receive, document and respond to all customer feedback submitted to the Support Office and provide report trends to stores, regions and the leadership team. Our processes, targets and measures allow us to monitor how we are achieving excellence in customer service and identify opportunities for success.**

## DEFINING KEY TERMS

**Complaint** – Customer feedback that expresses dissatisfaction with service, product or policies

**Compliment** – Customer feedback that expresses satisfaction with service, product or policies

**Review** – Online customer feedback received through Yelp, Facebook, and Google for a specific store location

**Social Media** – Customer feedback shared on Facebook, Twitter, or Instagram that mentions/tags Sprouts

- Private Message/DM - Feedback shared directly with Sprouts that is private
- Public Comment/Tweet/Post - Feedback that is visible by the public

**Service Now** – Customer relationship management (CRM) used for managing all customer feedback submitted through website submittals, calls, letters, emails, social media channels and store reviews

**Incident** – Refers to the record in the CRM database that contains customer feedback and contact details

**CR Rep** – Customer Relations team member assigned to manage the incident

**Incident Number (e.g. INC0000000)** – A unique number designated to each record entered into Service Now and is located in the incident email subject line

**Reference Number (e.g. Ref:MSG0000000)** – A unique number located at the bottom of each notification email that auto-updates the Service Now incident, do not delete or alter

**Outstanding Incident** – An open incident that has not been resolved within the 48-hour timeframe

**On Hold Type** – Indicates who is responsible for contacting the customer and closing the incident with CR

- Awaiting Regional – Incidents that are assigned to the Regional Director for resolution
- Awaiting Store – Incidents that are assigned to the Store Management team for resolution

**Open Date** – The date the incident was created

**Short Description** – Indicates the nature of the customer's feedback

**Fiscal Period** - The period of time reflected in financial statements

# KEY ACTIONS

**Customer Relations sends Weekly and Monthly reporting to Regionals, DVP/SVP and leadership. These reports assist in managing CR incidents and identifying complaint and compliment service trends across the organization. Please use the following guidelines to understand each report to improve your customers' experience:**

## **CR OUTSTANDING COMPLAINTS REPORT**

A weekly report that is distributed to the Regional Directors, DVP/SVPs and leadership teams. This detailed report reflects the number of complaints assigned to either the Store Manager or Regional Director that exceeds the requested response time of 48-hours.

**Complaints Awaiting Store** – Incidents marked with “Awaiting Store” are assigned to the store management team. Incidents in red indicate the case has been open for over 30 days and should be made a priority.

- If your store has outstanding complaints, you may locate incident details by searching for the original notification email in the Store Manager Outlook by using the “Incident Number” that is provided on the CR Outstanding Complaint Report.
- Once you have located the incident details, contact the customer with resolution and respond to the original email to have CR close the incident in their database. If your records indicate the customer has been contacted, please send confirmation to CR with a request for the complaint be closed.

**Complaints Awaiting Regional** - Incidents marked with “Awaiting Regional” are assigned to the Regional Director. Incidents in red indicate the case has been open for over 30 days and should be made a priority.

**How to update/close your case** – There is a one attempt minimum requirement before a store can request an incident to be closed. “Reply All” to the original email from CR, which includes a watermark Reference Number (e.g. Ref:MSG0000000) that auto-updates the Service Now incident. *DO NOT* send updates to the [CustomerRelationsReply@sprouts.com](mailto:CustomerRelationsReply@sprouts.com) without including the Reference Number into the email, as a new incident will be created.

**If you cannot locate the original email from CR** - Send an email with the update to [CustomerRelations@sprouts.com](mailto:CustomerRelations@sprouts.com). Please include Incident Number (e.g. INC0123456) listed in the CR Outstanding Complaints Report.

# KEY ACTIONS (CONTINUED)

## CR REGIONAL COMPLAINTS-COMPLIMENTS REPORT

Regional Directors receive a report at the end of each fiscal period that compiles compliments and complaints by region with a three-period comparison.

**Percentage of Company Total Complaints** – The percentage of the complaints that contributed to the total amount of complaints the company received for that period is found in this column. This percentage is also provided for each store location.

**Average Complaint by Store** – The average complaints per store for each region is provided in this column. Regions with a complaint average higher than the company average are highlighted in red. Please note that exemptions for the store are not reflected in this report. Customer complaints indicated on this report includes, but are not limited to: poor service, long wait times, inappropriate behavior by team members and/or management, policy violations and expired products on the shelves.

**Percentage of Company Total Compliments** – The percentage of the compliments that contributed to the total amount of compliments the company received for that period is found in this column. This percentage is also provided for each store location.

**Average Compliment by Store** – The average compliments per store for each region is provided in this column. Regions with a compliment average higher than the company average are highlighted in red. Customer compliments indicated on this report includes, but are not limited to: great service, quick and friendly checkout experience, and knowledgeable and helpful team members.

## STORE REVIEWS REPORTS

Regional Directors receive a report at the end of each fiscal period that compiles store reviews on Google, Yelp and Facebook.

**Post Grand Opening Store Review Report** – A follow-up report is provided two weeks after each store grand opening in an effort to ensure store ratings remain high.

**Below Average Store Reviews Rating List** – Stores with an average rating below a 3.0 will be prominently featured on this report. Please note all stores that have received a store review are also included with the number of reviews they have received. (Report On Hold For Review)

# CUSTOMER RELATIONS – CR OUTSTANDING COMPLAINTS REPORT EMAIL

**CR OUTSTANDING COMPLAINTS REPORT - AWAITING STORE/REGIONAL WE 3/3/2019**

Marcia Hall  
 To: Jim Wallace; Dennis Clyde; David San Miguel; Jason Bosch; David Looney; Raul Alcaraz; Michelle Horton; Heather Giles; Remy Cross; Gary Dahl; Jason Loomis; Tyrone Davidson; Jim Rice; Lucas Larson; Alan Barron; Toby Kitterman; Aaron Chace; Chris Hudson; Nicole Schoenfeld; Melonie Buchanan Petty; Dan Croce; Nicholas Bell; Ricky Pratt; +3 others  
 Cc: Jim Nielsen; Dan Sanders; David McGlinchey; Cynthia Chikahisa; Diego Romero; List-Dept-Marketing-CustomerRelations; Julie Ebert; Shawn Gensch

1 Attached Outstanding Report which contains the detailed information for the incidents referenced in the table located in the body of the email.

2 Provides the time-frame of the report, amount of outstanding complaints company-wide, and the number of complaints still open from the previous weekly report.

3 Instructions on how to update/close any resolved complaint that is reflected on the report.

4 Instructions on how to request incident details of an outstanding complaint.

5 This column contains the Regions that currently have complaints which exceed the requested 48-hour response time. Regions that do not have any outstanding complaints will not be listed on this report.

6 This column contains the Store Number that currently have complaints. Stores that do not have any outstanding complaints will not be listed on this report.

7 This column contains the number of outstanding complaints assigned to the Store Manager.

8 This column contains the number of outstanding complaints assigned to the Regional Director.

9 This column contains the number of total complaints for each Region and Store location.

Region	Store Number	Complaint		Total Complaint Count
		Awaiting Store	Awaiting Regional	
Central TX	Total	4	1	5
	112	1		1
	124	1		1
	125	1	1	2
	144	1		1
Florida	Total		1	1
	616		1	1
Georgia	Total	2		2
	523	1		1
	525	1		1
KS/MO/OK	Total	7	1	8
	175	1		1
	176	2		2
	722	1		1
	803		1	1
	804	1		1
	805	1		1

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- Instructions on how to update/close any resolved complaint that is reflected on the report.

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- This column contains the Regions that currently have complaints which exceed the requested 48-hour response time. Regions that do not have any outstanding complaints will not be listed on this report.
- This column contains the Store Number that currently have complaints. Stores that do not have any outstanding complaints will not be listed on this report.

- This column contains the number of outstanding complaints assigned to the Store Manager.
- This column contains the number of outstanding complaints assigned to the Regional Director.
- This column contains the number of total complaints for each Region and Store location.

# CUSTOMER RELATIONS – CR OUTSTANDING COMPLAINTS REPORT

1	2	3	4	5	6	7	8	9	J	K	L	M
Division	Market	Store Location	Incident Numbr	Open Da	On hold type	CR Rep	Customer Name	Short description				
Central	Central TX	0112	INC0445436	2/26/2019	Awaiting Store	Laura Broggi	Dora Smith	Product Out Of Stock - Cranberries				
Central	Central TX	0124	INC0436578	2/6/2019	Awaiting Store	Christina Sarvis	Kimberli Carr	Product Availability - Albanese Gummy Bears				
Central	Central TX	0125	INC0447042	3/2/2019	Awaiting Store	Lorena Lucatorta	Jessica	Product Quality - Cherry Tomatoes Moldy				
Central	Central TX	0125	INC0436374	2/5/2019	Awaiting Regional	Megan McCauley	Tom Fortin	Yext - Poor Service in Meat Department/Manager Complaint				
Central	Central TX	0144	INC0446507	3/1/2019	Awaiting Store	Marcia Hall	Trish	Service Animals				
Central	KS/MO/OK	0175	INC0432266	1/26/2019	Awaiting Store	Marcia Hall	Megan Krumsick	Product Quality - Mandia Cherry Tomatoes & Spinach Pizza Caused Allergic Reaction				
Central	KS/MO/OK	0176	INC0446801	3/1/2019	Awaiting Store	Lorena Lucatorta	Lisa Porterfield	Product Quality - Roasted Chicken Undercooked				
Central	KS/MO/OK	0176	INC0435500	2/3/2019	Awaiting Store	Marcia Hall	Schanel Kidd	Product Quality - Produce Bruised and Rotten				
Central	KS/MO/OK	0722	INC0444460	2/24/2019	Awaiting Store	Christina Sarvis	Elizabeth Barnfield	Product Quality - Chicken Breast				
Central	KS/MO/OK	0803	INC0444434	2/24/2019	Awaiting Regional	Christina Sarvis	Amber Parker	Poor Customer Service During Checkout				
Central	KS/MO/OK	0804	INC0446480	2/28/2019	Awaiting Store	Christina Sarvis	F.Y,	Product Quality - EZ Peel Jumbo Raw Shrimp 16/20				
Central	KS/MO/OK	0805	INC0436072	2/5/2019	Awaiting Store	Christina Sarvis	Andrew	Poor Customer Service at Checkout				
Central	KS/MO/OK	0806	INC0431547	1/24/2019	Awaiting Store	Christina Sarvis	Joan M Holopoff	Product Quality - Chicken and Bacon Salad Labeled Wrong				
Central	New Mexico/SW	0011	INC0445187	2/26/2019	Awaiting Store	Marcia Hall	Cindy	Product Quality - Cookies Expired on Shelf/ Sale Price Not Provided				
Central	New Mexico/SW	0153	INC0432008	1/25/2019	Awaiting Store	Christina Sarvis	Tuyet Lam-Villa	Product Quality - Field Roast Smoked Apple Sausage				
Central	New Mexico/SW	0153	INC0447607	3/3/2019	Awaiting Store	Marcia Hall	Alyssa Mijares	Product Quality - Chicken Breast Rotten				
Central	New Mexico/SW	0702	INC0440749	2/15/2019	Awaiting Store	Laura Broggi	Jose Villa	Complaint - Customer Service				
Central	New Mexico/SW	0703	INC0428710	1/18/2019	Awaiting Store	Lorena Lucatorta	Jess S	Rude Manager				
Central	North CO	0301	INC0441056	2/16/2019	Awaiting Store	Christina Sarvis	Dr. Thomas J Bruno	Poor Customer Service During Checkout				
Central	North CO	0301	INC0439336	2/12/2019	Awaiting Store	Laura Broggi	David True	Product Out of Stock - Roast Beef and Asparagus				
Central	North CO	0301	INC0439039	2/12/2019	Awaiting Store	Lorena Lucatorta	Montee	Product Quality - Roasted Chicken Caused Illness				
Central	North CO	0301	INC0447528	3/3/2019	Awaiting Store	Marcia Hall	Robin Korac	Poor Overall Service at the Store				
Central	North CO	0303	INC0443096	2/21/2019	Awaiting Store	Christina Sarvis	Nancy Sachsel	Product Quality - Sprouts Dish Soap				
Central	North CO	0304	INC0439088	2/12/2019	Awaiting Regional	Christina Sarvis	Ms. martin	Poor Customer Service				
Central	North CO	0310	INC0440950	2/16/2019	Awaiting Regional	Christina Sarvis	Frances	Poor Customer Service During Checkout				
Central	North CO	0312	INC0444866	2/25/2019	Awaiting Store	Marcia Hall	Glenn Lieberman	Long Lines at Checkout				
Central	North CO	0314	INC0444075	2/23/2019	Awaiting Store	Lorena Lucatorta	Tina Sroka	Product Quality - Imitation Crab Dry, Old, Fishy				
Central	North CO	0322	INC0436862	2/6/2019	Awaiting Store	Christina Sarvis	Kristin	Customer Service Throughout Store				
Central	North CO	0322	INC0444445	2/24/2019	Awaiting Store	Christina Sarvis	Lynn Wagner	Poor Customer Service				
Central	North CO	0322	INC0445563	2/26/2019	Awaiting Store	Lorena Lucatorta	mary pezzulo	Mobile App - Coffee Creamer Coupon Not Redeeming/Barcode Not Scanned				
Central	North CO	0323	INC0436871	2/6/2019	Awaiting Regional	Christina Sarvis	Unruh	Poor Customer Service				
Central	North CO	0324	INC0446031	2/27/2019	Awaiting Store	Christina Sarvis	Kent Rosengren	Poor Customer Service During Checkout				
Central	North CO	0330	INC0438702	2/11/2019	Awaiting Store	Christina Sarvis	Laura Stump	Long Lines At Checkout				
Central	North CO	0330	INC0444960	2/25/2019	Awaiting Regional	Christina Sarvis	Rich Waite	Poor Customer Service Throughout Store				
Central	North CO	0330	INC0445022	2/25/2019	Awaiting Store	Laura Broggi	Jessica Warner	Product Out of Stock - General				
Central	North CO	0330	INC0438258	2/10/2019	Awaiting Store	Lorena Lucatorta	Allan Phillips	Product Out of Stock - Pork Chorizo				
Central	North CO	0330	INC0447503	3/3/2019	Awaiting Store	Marcia Hall	Kaye Kohler	Poor Service at Meat Counter and Checkout				

1 Division details.

2 Market details.

3 Store location details.

4 Incident number assigned to the customer's complaint.

5 The date that the incident was open.

6 Indicates who is responsible for resolving and closing the incident.

7 CR team member managing the incident.

8 Preferred name provided by the customer.

9 Short description regarding the root of the customer's concern.

# CUSTOMER RELATIONS – REGIONAL COMPLAINTS-COMPLIMENTS EMAIL

**Regional Complaints-Compliments Report P2**

**Marcia Hall**  
 To: Jim Wallace; Dennis Clyde; David San Miguel; Jason Bosch; David Looney; Raul Alcaraz; Michelle Horton; Heather Giles; Remy Cross; Gary Dahl; Jason Loomis; Tyrone Davidson; Jim Rice; Lucas Larson; Alan Barron; Toby Kitterman; Aaron Chace; Chris Hudson; Kris Allen; Melonie Buchanan Petty; Dan Croce; Nicholas Bell; Ricky Pratt; Ryan Kelly; +2 others  
 Cc: Julie Ebert; Dan Sanders; David McGlinchey; Cynthia Chikahisa; Shawn Gensch; Customer Relations; List-Dept-Marketing-CustomerRelations; Diego Romero; Matthew Wilson; Jim Nielsen; Shoshana Leon; Tiffany Hancock

Attachments:  
 2 February 2019 Store Reviews.xlsx (217 KB)  
 3 P2 Below Average Store Reviews Rating List.xlsx (31 KB)  
 4 Complaints-Compliments Monthly Report P2.xlsx (57 KB)

**Online Store Review Ratings - 5 pt scale**  
 Company trend through time - 4.2

Period	Rating
P2'18	4.1
P3'18	4.0
P4'18	3.9
P5'18	4.0
P6'18	3.9
P7'18	3.9
P8'18	3.9
P9'18	3.8
P10'18	3.8
P11'18	3.9
P12'18	3.8
P1'19	3.8
P2'19	3.7

Period	P2'18	P3'18	P4'18	P5'18	P6'18	P7'18	P8'18	P9'18	P10'18	P11'18	P12'18	P1'19	P2'19
Total Online Store Review Volume by Period	1,260	1,609	1,291	1,155	1,565	1,222	1,095	1,485	1,042	1,182	993	961	961

Please email [Marcia Hall](#) and [Joanna Brathwaite](#) with any questions and copy [Diego Romero](#).

**Marcia Hall** | Customer Relations Supervisor  
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 Provo, UT 84604  
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- 1 Subject line indicates the fiscal period being reported in the Regional Complaints-Compliment report.
- 2 Attached Store Review report for the fiscal period.
- 3 Attached Below Average Store Reviews Rating List for the fiscal period.

- 4 Attached Complaints-Compliment Report for the fiscal period.
- 5 Snapshot of a 12-month trend line for Sprouts Online Store Review rating.
- 6 Instructions on who to contact with any questions regarding CR & Social Monitoring reporting.

# CUSTOMER RELATIONS – REGIONAL COMPLAINTS/ COMPLIMENTS REPORT

			Data for P2			Data for P1			Data for P12					
REGION	STORE	LOCATION	Count	% of Ttl	Avg/St	Count	% of Ttl	Avg/St	Count	% of Ttl	Avg/St	Count	% of Ttl	Avg/St
Central TX	104	Southlake	5	0.12%	7	8	0.00%	10	0	0.00%	0.29	1	0.15%	0
Central TX	110	Round Rock	1	0.12%	6	3	0.00%	4	3	0.43%	1.50	2	0.30%	2
Central TX	112	Great Hills	3	0.35%	7	1	0.46%	9	1	0.14%	0.29	3	0.45%	1
Central TX	114	Fort Worth	2	0.23%	6	0	0.00%	10	0	0.00%	0.29	1	0.15%	1
Central TX	117	Austin	0	0.00%	6	0	0.00%	10	0	0.00%	0.29	0	0.00%	1
Central TX	118	Callaghan	2	0.23%	6	0	0.00%	10	0	0.00%	0.29	1	0.15%	0
Central TX	123	San Antonio (Henderson Pass)	3	0.35%	7	1	0.46%	9	0	0.00%	0.29	2	0.30%	0
Central TX	123	San Antonio (Henderson Pass)	3	0.35%	7	1	0.46%	9	0	0.00%	0.29	2	0.30%	0
Central TX	125	Austin Manchaca	1	0.12%	6	2	0.91%	10	2	0.29%	1.50	1	0.15%	0
Central TX	134	Keller	1	0.12%	6	0	0.00%	10	2	0.29%	1.50	2	0.30%	1
Central TX	138	Cedar Park	1	0.12%	6	0	0.00%	10	1	0.14%	0.29	0	0.00%	0
Central TX	140	Arlington	4	0.46%	7	1	0.46%	9	1	0.14%	0.29	2	0.30%	0
Central TX	142	Hurst	2	0.23%	6	0	0.00%	10	2	0.29%	1.50	0	0.00%	1
Central TX	144	Fort Worth (Camp Bowie)	1	0.12%	6	0	0.00%	10	1	0.14%	0.29	0	0.00%	1
Central TX		Total	23	2.67%	1.64	6	2.74%	0.43	17	2.44%	1.21	4	2.34%	0.29
Florida		Total	35	4.06%	5.83	3	1.37%	0.50	28	4.02%	4.67	9	5.26%	1.50
Georgia		Total	61	7.08%	3.59	4	1.83%	0.24	42	6.03%	2.47	3	1.75%	0.18
KS/MO/OK		Total	29	3.36%	1.53	10	4.57%	0.53	37	5.32%	1.95	9	5.26%	0.47
Los Angeles		Total	60	6.96%	4.29	21	9.59%	1.50	56	8.05%	4.00	16	9.36%	1.14
Los Angeles North		Total	34	3.94%	2.62	7	3.20%	0.54	30	4.31%	2.31	9	5.26%	0.69
Mid-Atlantic		Total	65	7.54%	3.61	21	9.59%	1.17	58	8.33%	3.22	13	7.60%	0.72
Nevada/Utah		Total	44	5.10%	2.59	10	4.57%	0.59	22	3.16%	1.29	13	7.60%	0.76
New Mexico/ SW		Total	41	4.76%	2.28	10	4.57%	0.56	38	5.46%	2.11	10	5.85%	0.56
North CO		Total	38	4.41%	2.38	8	3.65%	0.50	32	4.60%	2.00	3	1.75%	0.19
North TX		Total	47	5.45%	2.76	5	2.28%	0.29	39	5.60%	2.29	3	1.75%	0.18
Northern CA/Bay Area		Total	45	5.22%	2.50	13	5.94%	0.72	43	6.18%	2.39	11	6.43%	0.61
Northwest AZ		Total	60	6.96%	3.33	15	6.85%	0.83	26	3.74%	1.44	15	8.77%	0.83
Orange County		Total	39	4.52%	1.95	13	5.94%	0.65	46	6.61%	2.30	10	5.85%	0.50
Pacific Northwest		Total	7	0.81%	7.00	4	1.83%	4.00	6	0.86%	6.00	1	0.58%	1.00
Sacramento/East Bay		Total	29	3.36%	2.23	18	8.22%	1.38	26	3.74%	2.00	6	3.51%	0.46
San Diego North/IE		Total	57	6.61%	3.17	9	4.11%	0.50	39	5.60%	2.17	10	5.85%	0.56
San Diego South		Total	55	6.38%	2.75	18	8.22%	0.90	39	5.60%	1.95	10	5.85%	0.50
South CO		Total	39	4.52%	2.44	5	2.28%	0.31	26	3.74%	1.63	6	3.51%	0.38
South TX		Total	13	1.51%	1.30	5	2.28%	0.50	22	3.16%	2.20	1	0.58%	0.10
Southeast AZ		Total	41	4.76%	2.56	14	6.39%	0.88	24	3.45%	1.50	9	5.26%	0.56
Total Company		Total	862	100%	2.68	219	100%	0.68	696	100%	2.16	171	100%	0.53
-Red highlights indicate a higher average per store than the total company														

- 1 Region details.
- 2 Store number details.
- 3 Store name details.
- 4 This grouping contains the data for the period indicated.
- 5 Number of complaints for each store and region.
- 6 Store/region percentage of company total complaints.
- 7 Store/region complaint average.
- 8 Number of compliments for each store/region.
- 9 Store/region percentage of company total compliments.
- 10 Store/regional compliment average.

# SOCIAL MONITORING – STORE REVIEWS

1	2	A	B	C	D	E	F	G	H	I
1	2	NOTE: The Social Customer Engagement Team is responding to all 1-2 star reviews and select 3-5 star reviews. We have begun to send priority protocol cases and cases that require action to the stores and regional directors through ServiceNow email. Please note, customer contact is not initially provided on store reviews.								
3										
4		Region	Store ID	S 8	Author Name	Review 4	Review Date	Rating 5	Recommendation 6	Response 7
42		Central TX	Total Reviews: 37							
120		Florida	Total Reviews: 3							
121		Georgia/SC	512	Google My Business	Terri Elle		2/8/2019 23:51	5		
		Georgia/SC	512	Yelp	Wes T.	I wanted to take a minute to inform you of the deplorable state of customer care I received in Sprouts store #512 Scenic Hwy, Lawrenceville, GA. You should know that this is n...	2/1/2019 8:34	1		Hi Wes, thank you for bringing your concerns to our attention. Please accept our sincerest apologies for the service you received at our Snellville store. Your frustration is absolutely understandable and we are so sorry for the way that you were spoken to during your visit. Treating our guests like family is an important part of our core values, and as a team, we want to be there for you to provide you with a fun, interactive, and seamless shopping experience. Not only do we want to be there to help you find the right products, but we also want to ensure that we take great care of you while you shop. Whether that's giving you an opportunity to sample some new products in-store, a friendly and helpful conversation, or even just a kind and welcoming hello, we always want to send you home feeling valued. Your experience has been shared with the appropriate levels of management so that this issue can be promptly addressed with our team members. It's important that we brighten your day next time. Please don't hesitate to reach out to us at socialfeedback@sprouts.com with your name, review, store location, contact information, and any additional details if you would like to be connected with a member of our upper management team to further discuss your feedback and the ways that we can improve. We appreciate you giving us an opportunity to respond and we hope we'll have another chance to impress you with a pleasant shopping experience sometime soon!
122										
123		Georgia/SC	513	Google My Business	Adrian Heintz		1/31/2019 11:44	4		
124		Georgia/SC	513	Google My Business	Amrapali Baksi		1/28/2019 5:58	4		
125		Georgia/SC	515	Google My Business	LaRayne	Fresh produce	2/23/2019 13:42	5		
		Georgia/SC	515	Google My Business	Matt Fradd		2/19/2019 12:08	1		Hi Matt, we're so sorry to hear that your visit to our Cumming store did not meet your expectations. Please email us at socialfeedback@sprouts.com with your name, an account of your experience, your store location, and your contact information so that we may share your feedback with the appropriate teams for review and have someone reach out to you directly. Thank you!
126										
127		Georgia/SC	515	Google My Business	Mariya Navitsky	Love this store! Great quality, great service and great prices!	2/18/2019 19:36	5		
		Georgia/SC	515	Google My Business	Reid Bentley	I feel extremely lucky to have a Sprouts near my home. It is a one-stop-shop for everything I need to live a healthy life. Their prices on healthier items are much cheaper than other grocery stores. The produce is always so ripe and beautiful that I have to be careful not to over buy. Sprouts draws a very diverse crowd with one thing in common, their health.	2/7/2019 7:45	5		
128										
		Georgia/SC	515	Facebook	Julia Anne Taylor Lower	I was not happy with my shopping experience today nor with the produce I purchased nor with the manager I tried to speak with when I called. Today I ran in to get a few things. One	1/31/2019 17:04		Not Recommended	Hi Julia, please accept our sincerest apologies for your experience in our Cumming store yesterday. Not only do we strive to provide our guests with excellent customer service

1 Explains how reviews are responded to.

2 Expand/collapse region.

3 Total number of reviews for each region.

4 Customer's review; exporting Yelp reviews cut off text.

5 Customer's rating for their review for the store.

6 Only applies to Facebook; not recommended is interpreted as a 1-star review.

7 Social monitoring team's response to the customer's review.

8 Platform the review was written on.

9 Store number.

# SOCIAL MONITORING – BELOW AVERAGE STORE REVIEWS RATING LIST

1	2	A	B	C	D	E	F	G
1	NOTE: Filtered by stores showing an average rating of 3 and below. To see all stores, expand the regional list. ①							
2		Region	Store	Location	State	# of Reviews	P2 Average Rating ④	Average Rating (All Time)
3		Central TX	104	Southlake	TX	3	2.33	4.01
7		Central TX	117	Austin	TX	1	2	3.92
12		Central TX	134	Keller	TX	③ 2	⑤ 3	⑥ 4.15
17	②	<b>Central TX</b>						
21		Florida	613	Valrico	FL	3	3	3.9
26	-	<b>Florida</b>						
27		Georgia/SC	512	Snellville	GA	2	3	3.93
30		Georgia/SC	516	John's Creek	GA	3	2.66	3.81
31		Georgia/SC	518	Smyrna	GA	3	3	4.08
33		Georgia/SC	520	Roswell	GA	2	1	4.2
34		Georgia/SC	521	Marietta	GA	2	2.5	3.88
35		Georgia/SC	522	Duluth	GA	3	1.5	4.29
37		Georgia/SC	525	Decatur	GA	1	1	4.05
38		Georgia/SC	526	W. Cobb (Marietta)	GA	2	3	4.23
41	-	<b>Georgia/SC</b>						
42		KS/MO/OK	171	Overland Park	KS	1	0	4.21
47		KS/MO/OK	722	Kansas City	MO	1	0	4.48
50		KS/MO/OK	802	Edmond	OK	2	3	4.41
57		KS/MO/OK	809	Yukon	OK	1	1	4.5
59	-	<b>KS/MO/OK</b>						
62		Los Angeles	217	Pasadena	CA	6	3	4.05
64		Los Angeles	236	Burbank	CA	4	2.5	4.22
65		Los Angeles	252	San Pedro	CA	5	2.6	3.82
67		Los Angeles	261	La Canada	CA	2	2.5	3.76
68		Los Angeles	275	Westwood	CA	6	3	3.8

① Explains data in table.

② Expand/collapse.

③ Number of reviews received for the period.

④ Filtered for 3.0 rating and below.

⑤ Average rating for store in a given period.

⑥ Average rating since 2011.