



VoCoVo expands to the US market by rolling out its voice communication to The Fresh Market

The American food retailer is benefitting from innovative communication devices and telephony integration in 44 stores



VoCoVo, the retail communications specialists, is today announcing its expansion into the US market through the rollout of its voice communication technology with the premier, fresh-focused food retailer, The Fresh Market, Inc. The Fresh Market has implemented VoCoVo's lightweight, crystal clear wireless headsets in 44 stores as they continue to leverage technology to improve guest experience and in-store communication.

As an organisation that is committed to delivering CX excellence, The Fresh Market has integrated VoCoVo headsets with telephony capabilities. This allows team members from different store areas, for example produce, receiving, and deli, to answer, make and transfer external customer calls from the headset to provide an overall better speed and quality of service, without having to compromise on current tasks at hand.

In addition to smart headset implementation and telephony integration, The Fresh Market installed VoCoVo's customisable keypad devices across six checkouts in every store to enable team members to send pre-recorded messages to all the headsets at the quick push of a button. The messages, including requesting additional cashiers and manager assistance are focused on actions that improve guest experience.

Any team member with a headset can speak to the cashier via the keypad to address the request from anywhere in the store, eliminating time previously spent walking to the front end.

The announcement follows a successful trial in the food retailer's Greensboro, North Carolina store in July 2022 before expanding to a further 43 stores this year. Having not previously relied on any voice communication technology, The Fresh Market has already seen the benefits for team members and guests alike and is now looking to roll out more smart communication devices from VoCoVo to an additional 116 stores in the coming months, taking the total to 160.

The ergonomic and lightweight design of VoCoVo's headsets means store colleagues can always stay comfortable and connected to each other. The whole team can have natural group conversations, with multiple participants speaking. Full-duplex technology ensures every internal and external conversation feels natural, is crystal-clear and intuitive. With real-time voice, zero dropouts and long-lasting battery life, The Fresh Market staff are empowered to feel more secure, knowing there's always a team member one touch of a button away.

Ben Burton, Director of Retail Communications at The Fresh Market, said: "We're committed to providing the best experiences for our guests, whenever they visit our store or seek answers to their questions via the phone. With VoCoVo's smart communication technology and telephony integration, we've been able to ensure that calls are answered promptly, leading to faster response times and improved guest satisfaction."

Martyn Jones, Chief Commercial Officer, VoCoVo, commented: "We're thrilled that The Fresh Market has chosen to enhance its in-store team communications and guest experience with VoCoVo's technology. We're glad to see demand and interest from North American retailers who are looking to improve customer service and in-store efficiencies in such a competitive market. Our partnership with The Fresh Market demonstrates our commitment to addressing those needs and represents a significant step forward in our regional growth strategy."

"Since implementing VoCoVo's devices, our stores have been able to significantly improve efficiencies. Having integrated VoCoVo's technology with our phone system, we were instantly able to speed communication, cut out unnecessary walking, and allow our team members to remain focused on more business-critical tasks. More importantly, we are able to respond to guest needs more quickly to ensure that we never knowingly let a guest leave the store less than completely satisfied."

Scott Jones

Digital Communications Manager at The Fresh Market.