



We help people make healthy decisions

## Aisle7 In-Store Pro™ Best Practices

### BACKGROUND

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Do you ever feel like you're sending your supplement department employees out to the wolves? Between strict DSHEA regulations and the evolving research on supplements, the world of health and wellness is complex enough; the last thing your employees need is to have to hunt down answers to customers' tough questions.

Make it easy for your employees to confidently guide shoppers to find and purchase what they're looking for while staying DSHEA-compliant.

### THE RECIPE FOR SUCCESS HAS THREE KEY INGREDIENTS

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To realize the true potential of the Aisle7 In-Store Pro program, there are three fundamental guidelines you should consider Critical Success Factors for a truly effective partnership.



#### **Network connectivity must be available 100% of the time**

The Aisle7 In-Store Pro program is fully web-based and relies on consistent network connectivity. Inconsistent network connectivity means that the program inevitably will not work when your staff needs the information the most and they will (unfairly) deem it as unreliable and useless.



#### **It must be accessible, useful, and user-friendly for your staff**

It is important to carefully choose the right device for your staff's use of the Aisle7 In-Store Pro program. We have 15+ years of working with cutting-edge, in-store technology and interactive, digital media. You are experts in sales, merchandising, and marketing and you know your stores, your shoppers, and your staff the best. To be successful, we must both bring our expertise and experience to the table.

Considerations include:

- Hardware form factors (tablet, phablet, phone, etc.)
- Hardware enclosure and placement (carrying or mounting devices)
- Streamlined workflow (must be natural, not annoying)
- Staff motivation and incentives to use the program (like any other key duties they have)



#### **Use of the Aisle7 In-Store Pro program must be required—not optional—and must be part of Standard Operating Procedure**

Staying DSHEA-compliant is not an optional part of your responsibilities as a supplement retailer. And to not provide your staff with the information they need wastes both the investment you've made in their hiring and development and the investment you've made in the Aisle7 In-Store Pro program.

You must coach your staff on your expectations that they will use this program daily, just as you would coach them on your expectations regarding their other day-to-day duties. Our team is available to consult on integrating the program with your customer service workflow, your staff onboarding and development, and to provide comprehensive training and resources for your staff. But, only YOU can enforce what your staff does or does not do.



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## FEEDBACK FROM AISLE7 IN-STORE CUSTOMERS

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“We are passionate about our Aisle7 kiosk because it encourages trust with our customers.”  
Aisle7 In-Store Customer

“There’s no reason to violate DSHEA when you have Healthnotes [Aisle7], which provides customers the info they’re looking for without us having to say anything we shouldn’t.”  
Don Summerfield  
VP Integrative Medicine  
Pharmaca Integrative Pharmacy

“Our training program includes pairing new employees with seasoned employees who guide them through using the Aisle7 In-Store program in customer interactions.”  
Aisle7 In-Store Customer

## NEED SUPPORT?

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### Aisle7 Client Services

For specific recommendations tailored to your store as well as training and resources to ensure success with the Aisle7 In-Store Pro program, contact your Aisle7 Solution Consultant:

Rebecca Van Damm  
Phone: 503.517.4501  
Email: [rebecca.vandamm@healthnotes.com](mailto:rebecca.vandamm@healthnotes.com)

### Aisle7 Technical Support

Let us help you keep your hardware happy. Please contact Aisle7 Tech Support:

UNITED STATES  
Phone: 877.659.7630  
Email: [support@healthnotes.com](mailto:support@healthnotes.com)

UK AND EUROPE  
Phone: 00+1.503.517.4500  
Email: [support@healthnotes.com](mailto:support@healthnotes.com)