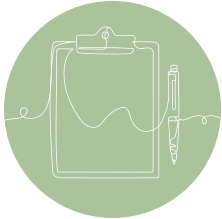


## STUDENT SURVEYS SHOW HIGH SATISFACTION IN FOLLETT'S CAMPUS STORES



During the '23-24 academic year, we gathered student feedback through online surveys and

in-person interviews to understand what students think about their campus store experience!

Here's what they had to say.



### Students say Follett stores:

- Deliver the highest levels of customer service
- Offer a broad assortment of curated products, something for every customer
- Provide convenient access to affordable course materials
- Deliver Access programs that help them feel prepared and more able to focus on their courses

## WHAT WE LEARNED

### THE SHOPPING EXPERIENCE

Follett Stores Meet Student Needs and Drive High Satisfaction

71%

The majority of students visit their campus store around once a month

93%

93% said they were **satisfied with the products and services offered**

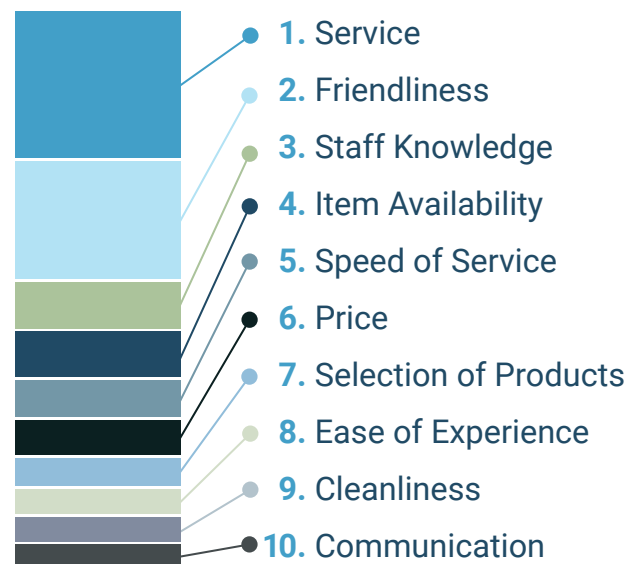
95%

95% of customers reported being thanked by a store associate

When shopping, most students **buy** assigned course materials (59%), **school apparel** (47%), or **browse products** (43%).

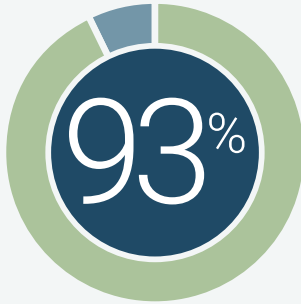
### WHAT STUDENTS LOVE

Top 10 Categories

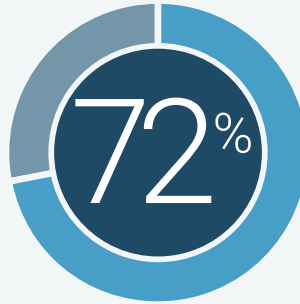


COURSE MATERIALS

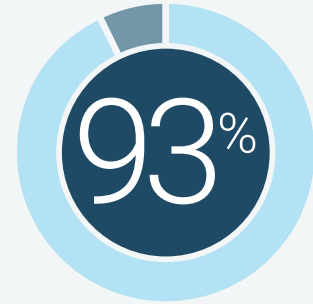
## Students who Purchase Course Materials from the Campus Store are Extremely Satisfied



93% of student shoppers are satisfied with their experience purchasing or renting course materials from their campus store.



47% of student shoppers buy or rent from their campus store's website and 25% do so from their school's brick-mortar campus store.



93% of students say they prioritize cost when shopping for course materials. 33% prioritize the purchasing experience or convenience.



### WHAT STUDENTS SAY

“The store is so open and bright - there’s something for everybody.”

“All items are high quality and are exactly what I need.”

“The online bookstore shows everything I need for classes if I simply enter my student ID number.”

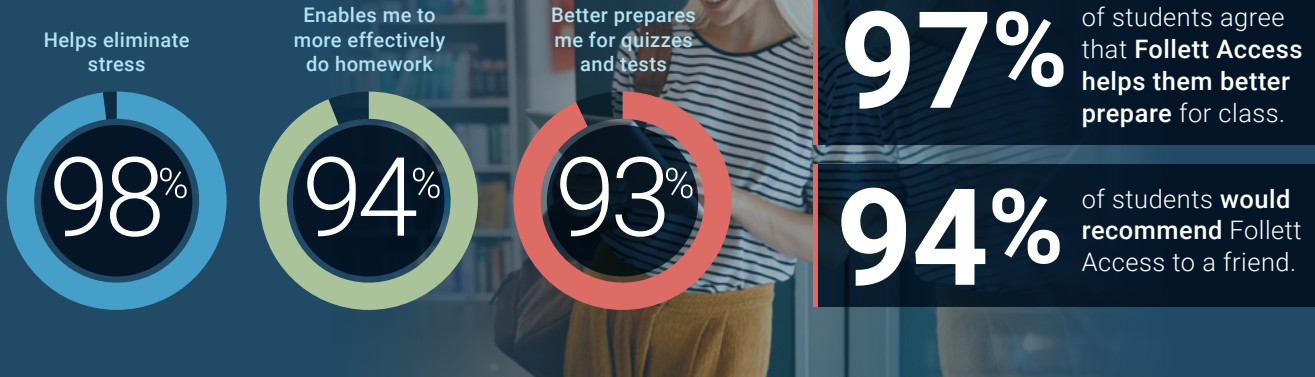
“They have all that we need as students for our courses and more.”



AFFORDABLE ACCESS PROGRAMS

# Access Programs Make a Difference in Student Success

THE VAST MAJORITY OF STUDENTS AGREED THAT FOLLETT ACCESS:



BACK TO SCHOOL SPOTLIGHT

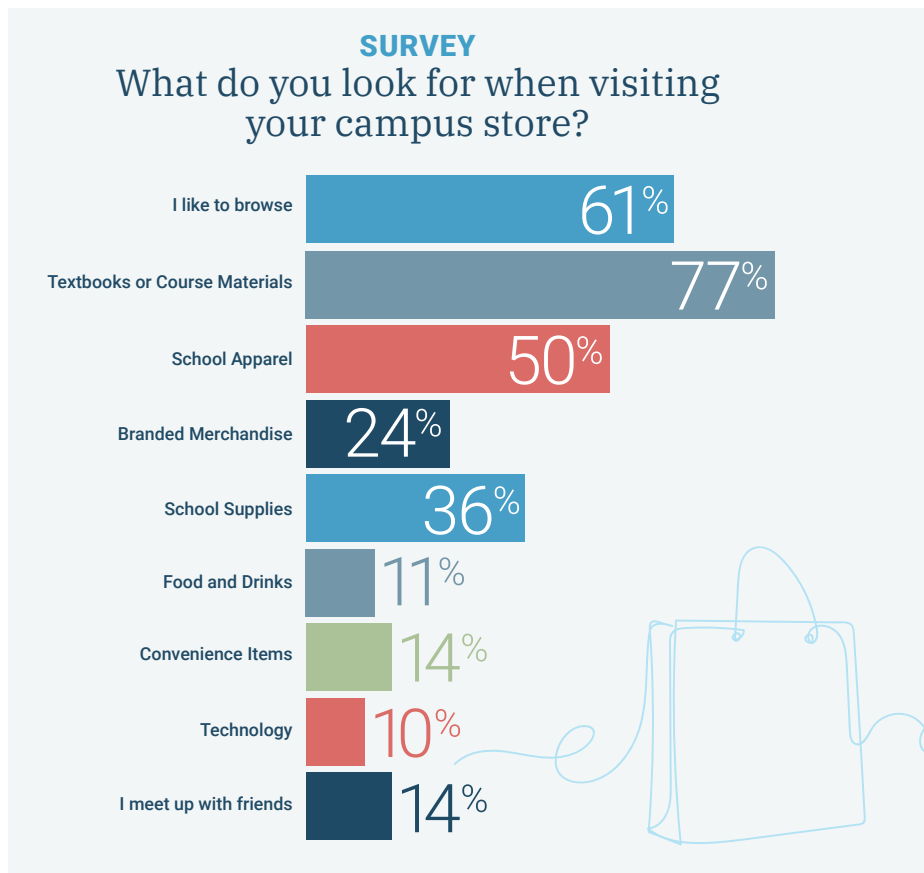
Each Fall, Follett team members visit campus stores across the country to survey students as they shop to get the latest “on the ground” feedback.

HERE'S WHAT WE HEARD IN FALL '23

94% were highly or very satisfied with their campus bookstore experience

92% said they would recommend their store to a friend

91% said they found exactly what they were looking for



MERCHANDISE

## Students Love Merchandise and Apparel from Local Businesses and Up-and-Coming Brands

### LOCAL BUSINESSES, CUTTING-EDGE PARTNERS

Follett collaborates with local businesses and innovative entrepreneurs to create inclusive assortments that reflect the campus communities we serve. Learn about the impact of these partnerships on empowering small businesses and enhancing campus experiences.

[Read more about our cutting-edge vendor partners here.](#)

Flare®



KYLE CAVAN

PRO  
STANDARD

Sacred Heart  
COLLECTIONS



### STUDENTS SAID THESE PRODUCTS WOULD MAKE THEM MORE LIKELY TO SHOP AT THEIR CAMPUS STORE, AND WE LISTENED

Products from local businesses

78%

Products from up-and-coming brands

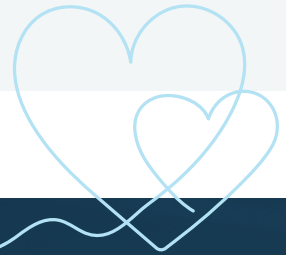
67%

Wellness products

65%

Mindfulness products

56%



In partnership with campus leaders, we're proud to create experiences—that welcome *everyone* by creating in-store and online spaces that serve as the metaphorical front porch for campus.

Learn more about meeting student needs with Follett's campus solutions:  
<https://follett.com/who-we-help/students/>