

Reddit Criticism Became a Continuous Improvement Practice at KOLAS

The Sacramento cannabis retailer reviews public feedback broadly and not granular and have used it to audit customer “wait times” and rethink its product offers

SACRAMENTO, CA, UNITED STATES, September 23, 2026 / EINPresswire.com/ -- SACRAMENTO, CA, September 23, 2026. KOLAS, a cannabis retailer with six locations in the Sacramento area, has adopted a practice of treating online criticism as a prompt for internal review rather than a debate to win. The approach grew out of discussions about the company on Reddit and now extends that feedback across every platform where customers leave comments.



The product showroom at the KOLAS Arden location in Sacramento is designed to reflect customers' preferences based on their shopping experience.

Retailers today are reviewed on Reddit, Google, Yelp, Weedmaps and a growing number of other sites. The comments are scattered, often anonymous and difficult to verify. Some describe real problems; others reflect a single visit, a misunderstanding or a view of price and product that does not match the rest of the customer base. Following every thread on every platform and replying to each comment is not practical, and arguing individual points rarely resolves anything.

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Justin K., CEO of KOLAS

KOLAS chose a different response. Instead of answering comments one at a time, the company reviews public feedback periodically, and as a whole, looking for anything that deserves a closer look at how the stores operate. A comment does not need to be accurate to be useful. Even

criticism that misses the mark can point to something worth checking, and the review works as a standing reminder not to take past performance for granted.

Two changes have come out of this process so far:

The first is an audit of customer wait times across all six stores. KOLAS measured how long customers spend from arrival to checkout at different hours and on different days and adjusted staffing and store flow around the periods when waits ran the longest. The average wait fell from 8.5 minutes to 5 minutes.

The second is a redesign of the company's product offers. KOLAS now builds its offers around combining consistent product quality with competitive pricing, using sales data to see which offers customers respond to. Featured offers now typically sell out within 72 hours.

"Not every comment reflects what actually happens in our stores, and we don't pretend otherwise," said Justin K., CEO of KOLAS. "But every comment is a chance to check whether we're doing things as well as we think we are. We would rather use criticism to keep improving than spend our time arguing with it."

The company plans to continue the review as a regular part of its operations and to extend it as its service grows.

About KOLAS

KOLAS is a cannabis retailer founded in 2008 and based in Sacramento, California. The company operates six licensed locations across the Sacramento area and offers in-store shopping, express pickup, and delivery. <https://kolas.com>

<https://www.instagram.com/kolasofficial/#>

<https://www.linkedin.com/company/capitol-compliance-management/>

<https://www.youtube.com/@KOLASEXP>

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