



*BrandSensitize™ – Brand Research Desk*

## **Simple Tech, Total Confidence: Best Buy’s Recipe for Trust at Every Touchpoint**

Tech made simple, confidence delivered—Best Buy transforms every purchase into an experience customers can trust and enjoy. Best Buy creates a notable customer journey by blending tailored service with advanced solutions. Neal Sample is the current Chief Digital and Technology Officer at Best Buy, having started the role on July 14, 2025.

Best Buy reported total revenue of **\$41.53 billion** for its fiscal year 2025 (ended February 1, 2025), reflecting a 4.43% decline from FY2024. The company employs approximately **85,000 people** worldwide as of the latest available data.

At its core, Best Buy’s brand philosophy is based on the mission to "enrich lives through technology by leveraging the unique combination of tech expertise and human connection".

The customer-centric ethos—rooted in values such as respect, humility, integrity, and unleashing employee potential—drives purposeful leadership that prioritises positive impact, sustainability initiatives, and seamless experiences across stores, apps, and services.

Best Buy’s customer approach emphasizes trusted guidance with seamless omnichannel service: knowledgeable Blue Shirts and Geek Squad provide expert advice and in-home support; a membership-driven model (e.g., My Best Buy) personalizes offers and care; and AI-powered assistants enhance support across the app, website, phone, and stores to resolve issues, schedule deliveries, and manage subscriptions efficiently. The goal is to meet customers wherever they are—curbside, pickup, same-day delivery, or in-home—while simplifying choices, improving search and recommendations, and enabling associates to focus more on understanding customer needs rather than routine tasks.

Best Buy operates a Global Capability Center (GCC) in Bengaluru, India, led by Surendra Bashani, which functions as its primary technology innovation hub outside the U.S. The center focuses on advancing digital initiatives, such as mobile apps, AI platforms, cloud engineering, and product management.

Moreover, Best Buy’s “AI That” initiative, in partnership with Microsoft, demonstrates how Copilot+ can streamline everyday activities and boost creativity through ads, video guides, and in-store engagements, supported by over a hundred AI-powered devices and expert guidance.

Best Buy combines expert human help (Blue Shirts, Geek Squad) with seamless services throughout the entire process: try in store, buy online, get same-day pickup or delivery, and have it installed and supported without hassle.



BrandSensitize™ research and publicly available data indicate that Best Buy’s customer experience is powered by a proven tech ecosystem: Google Cloud supports its generative AI and contact center capabilities, with Accenture co-developing AI-driven customer care and associate tools. Microsoft enhances enterprise productivity and platforms, complementing AI initiatives. On the commercial side, partnerships like Meta help activate Best Buy’s first-party data for more targeted, AI-assisted advertising. Together, these alliances improve support speed, personalization, and seamless omnichannel service.

TCS and Wipro also support Best Buy as IT partners, offering services such as application development, maintenance, updates, and routine IT solutions. TCS has a longstanding relationship, serving as the exclusive Application System Maintenance partner, while Best Buy has recognized Wipro for its operational excellence and partnership quality. Infosys, however, does not appear in public sources as a current major IT partner of Best Buy, unlike TCS and Wipro.

What has your experience with Best Buy, and which do you find most impressive—advice, speed, or support after the sale?