



Re-Opening After Covid-19 Lockdown Safely

So how do you manage the first few weeks and months of re-opening, giving your business the best possible chance of recovering profitable levels of traffic and conversion rates? The first thing you will want to do is make the store as safe as possible for shoppers.

Entrance

- Have a greeter at the door to control the number of customers coming in and leaving to avoid congestion
- Hand sanitiser at the entrance and various locations round the store, near cards or baskets and freezer/chiller cabinet doors, for example
- Social distance markers in the queueing area outside the store
- Possibly providing face masks for customers or encouraging customers to wear face masks, depending on local laws.

Store Traffic Flow

- Possibly, one-way traffic flow depending on store size
- In store social distancing, which may necessitate widening store aisles (and therefore carrying less merchandise)
- Limiting the number of shoppers in the store at one time, which may mean no family groups
- In some cases, admit shoppers by appointment only
- Discouraging shoppers from picking up things they don't plan to buy
- Browsing may have to be limited. Some retailers are giving 10 minute time limits.

Staff

- Make sure staff are fit to work (as far as possible, e.g. temperature checks, no obvious signs of coughing, etc.)
- Train staff in all the amended store operations procedures
- Make staff alert to new or differently trending loss prevention issues.

Services

- Closing bathrooms, fitting rooms and cafeterias or running strict and regular cleaning operations, stopping self-service queues in cafes.
- Quarantining returns for two to three days before putting them back on the shelf
- Having staff continually sanitise baskets, carts, shoes that have been tried on, self-checkout terminals, etc. and ensure that shoppers are aware of and use the cleaned items.
- If you provide home delivery, make sure the procedures are Covid-Safe
- Add on-line ordering in store for out of stock items if you do not have it already
- Offer kerbside pickup of online orders if you have appropriate car parking.

Cashpoints

- Plexiglas shields between cashiers and shoppers at registers
- Contactless payment to avoid handling cash
- Encouraging customers that can to pay by smart phone
- If you have cash registers close together, keeping every second terminal closed or using Plexiglas screens between cashiers (if you can safely distance the shoppers)
- Not letting shoppers use any kind of touch screen
- Visors and face shields for store associates, at cashpoints and in store (it's difficult to wear face masks all day in a store)
- Some retailers are disabling weight checks on self-checkout terminals and having more staff there to assist users.



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