



Retail Resource CHARGE Action Plan: Customer Health & Reimagining Guest Experience

A Plan Geared Towards Moving Forward

INTRODUCTION

For several decades, Retail Resource has been a leading provider of solutions in the retail space. In the past few weeks, we've turned our attention to crafting a plan of strategic suggestions, precautionary steps, and product solutions to ensure your staff, operations and customers are better prepared for changes in the industry. Our insights are carefully collected from every corner of the industry - from notable leaders like The National Retail Federation and the CDC, as well as gathered on a personal level - directly from our loyal customers.

The Retail Resource CHARGE Action Plan outlines four initiatives for retailers, and follows with strategic solutions for implementing these guidelines.

RETAIL RESOURCE CHARGE ACTION PLAN

CHARGE Initiative #1: Employee Safety

CHARGE Initiative #2: Guest Safety & Wellbeing

CHARGE Initiative #3: Cleaning & Sanitizing

CHARGE Initiative #4: Communication & Education



EMPLOYEE SAFETY

Reopening your doors, you'll notice there are many new expected safety standards to be met in the retail industry. While employee health and safety has always been set at a high standard for you, it's time to exceed expectations, and offer your employees an even safer workplace.

- For employees working in customer-facing roles, safety shields are a quick and essential product solution to use at checkout lanes, registers, and anywhere else you want to create a safe protected space for employees. Retail Resource offers different shapes and sizes for the best fit for your environment.
- We've found that many retailers offer personal protective equipment to employees who are handling product for improved food safety, working directly with customers, or just working in high-traffic areas of the store. We offer in-bulk quantities suggested below to make this possible.
- Touchless, automatic products for retail operations also help to limit the spread of germs, and can reinforce the urgency behind many new practices (like wearing gloves) as your staff adjusts to new protocols.
- It's essential that employees working each day are healthy and symptom free. Proactively ensure the health of your staff through precautionary measures such as taking temperatures before each employee begins their shift. Depending on state or local regulations, this may be mandated.

Credit: NRF, "Operation Open Doors Checklist"



2-Ply Fabric Face Mask With Ear Loops - White

SKU # 10844

- 10 masks per bag, washable material
- Stretchable ear loops



Infrared Forehead Thermometer

SKU #62420

- Measures temperature on forehead in 3 seconds
- Replaceable battery (2) AAA included



Acrylic Counter Safety Shield With Cut-Out

SKU #73686

- Acrylic bracket stands for stability
- 23 1/2" x 31 1/2" (W x H)



Industrial Grade Powdered Latex Gloves

SKU #37249

- FDA approved for safe food handling
- 100 per box





Consider this: Do you have the proper grab-and-go products available for the increase in shoppers who now prefer a quicker shopping trip?

GUEST SAFETY AND WELLBEING

Making sure your shoppers feel valued and safe has always been a staple to the retail industry, now we're taking that one step further with more strategic options in safety and cleanliness.

- Customer health and comfortability begins with increasing the availability of sanitation supplies around your store with products like hand sanitizer dispensers and hand wipes. We strongly recommend also providing disinfecting wipes to wipe down heavily used items like shopping carts and baskets.
- Allowing a healthy 6 feet apart all starts with prompting more space between shoppers in creative, unobtrusive ways. Space-saving solutions like crowd management and regulating in-store capacity can make this possible.
- For more shopper peace of mind, promote to-go shopping with curbside products to give consumers the choice to stay within the comforts of their own car and still get the products they came for.

Credit: CDC, Centers for Disease Control and Prevention



Hydra Rinse Single Use Wipes for Companion Mobile Cleaning

SKU #97577

- Lint-free, all-purpose wipes
- Single use canister contains 125 wipes



Social Distancing Sign For Crowd Control

SKU #76681

- Durable plastic construction
- 8 1/10"W x 11 3/4"H



Pick Up Here Sign

SKU #34475

- Fits most 22 x 28 sign holders or easels
- .015" thick plastic



Touch Free Wall Mount Foam Soap Dispenser

SKU #87528

- ADA compliant, battery & refill indicator
- 5 1/4"W x 5 1/10"D x 10 9/10"H

CLEANING AND SANITIZING

While the new standards of cleanliness in public places have been established, it's time for retailers to adopt new best practices and courses of action.

- During a time with shopper influx and a heightened emphasis on food and public sanitation, plan to budget in more than usual on cleaning supplies. Adopt a new “all hands on deck” approach with your staff to truly make sure safety and sanitation measures are met at every corner of your store.
- Shoppers and staff will begin to see sink stations in back-of-house for employee use, and placed on-floor for shoppers. Retail Resource portable sinks make hand washing convenient, quick, and affordable.
- Consider totally removing fragrance and beauty testers, along with any other stations that previously prompted hands-on use. Invest in more eye-catching display fixtures to keep shoppers engaged and inspired.
- Refine your previously laid-out cleaning procedures. High-touch items like cash registers, price scanners, self-checkout screens, and changing rooms are expected to be sanitized every single day. For this reason, we have designed a collection of mobile backpack sanitize sprayers to create a clean and disinfected place to work and shop.

Credit: NRF, “Operation Open Doors Checklist”.



Consider this: Would altering your store hours give your staff more time to clean your store more efficiently and effectively?



Companion Mobile Cleaning And Sanitizing System Cart

SKU #53697

- Includes liquid sanitizer & cleaner
- 15 gallon grey water tank



Stainless Steel Portable Hand Sink With Water Heater

SKU #38146

- Portable hand sink has a lockable access door



4 Gallon Backpack Sanitize Sprayer With Battery

SKU #95618

- Adjustable shoulder straps
- Lithium Ion battery is rechargeable

COMMUNICATION AND EDUCATION

Signage is a non-obtrusive yet prominent way to remind everyone - from shoppers to staff - to practice sanitary guidelines and keep safe distances.

- Hand washing signage in bathrooms and back-of-house is an effective way to regularly remind employees to frequently wash their hands, especially during busy times when it might not be top of mind.
- New signage relating to shopper flow, directing one-way-aisles, and limiting in-store capacity are highly recommended, and expected to be a part of the new shopping experience.
- Curbside signage even keeps out-of-store customers flow running smoothly and keeps shoppers in-the-know. Allow consumers, both in-store and out, to shop more confidently through implementing more signage throughout their experience.



Vinyl Social Distancing Floor Marker - 12"L x 18"W

SKU #90851

- Removable vinyl with clear over laminate
- Red, Green and Blue



Pick Up Here Sign

SKU #34475

- Fits most 22 x 28 sign holders or easels
- .015" thick plastic



Social Distancing Sign For Crowd Control

SKU #76681

- Durable plastic construction
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Consider this: Do all of your shoppers speak English? Consider signage in different languages to reach all audiences.