

PUNCHH BEST PRACTICES

Key Retail Reopening Tactics

Retail is beginning to reopen in many states and companies need to make a point to showcase and to communicate the safety precautions being taken, in order to preserve a strong customer base and drive foot traffic. Retailers should cater communications and daily procedures to the cautious consumer, using the proper channels and resources to promote a sense of safety and security.



Align Messaging

- Ensure consistent messaging across all key stakeholders company-wide — from corporate departments to franchisees and employees who are critical ambassadors on the front lines.
- Ensure local franchisees and managers have the most up-to-date information regarding customer interaction guidelines, operations and campaigns with current offers, providing them with branded digital content that represents their location.
- Update employee training to ensure that all staff are up to date on the latest procedures and recommendations mandated by their local or state governments and the CDC.



Communicate Changes Across Appropriate Channels

- From a corporate level, utilize an omnichannel approach to let customers know the changes they can expect to see upon the reopening. List out initiatives in detail to assure customers that you are opening safely and responsibly for the long-term. Some updates to consider include:
 - Reconfigure store layouts in order to accommodate an increase in contactless pickup from online orders. Utilize a curbside pickup spot or walkup cubbies for customers to retrieve orders placed online.
 - Adjust store footprint to mimic that of a grocery store to promote continuous movement.
 - Promote distancing in all areas possible such as checkout lines and seating areas. Place markers on the floor six feet apart to guide customers where to stand and avoid a congested line. Additionally, create extra space in seating areas by limiting tables and chairs to maintain a wide floor plan and obey government guidelines.

- Provide guidance on the use of contactless payment in your store to cultivate a safe experience for in-store shoppers. Solutions include Apple Pay or Google Pay as well as curbside pick-up for a contactless handoff.
- Use social channels, push notifications, and email marketing to make consumers aware of these changes and let them know that their health is your top priority.
- Keep updates in an evergreen list on the corporate site and provide as a link to reference in all internal and external communications.
- As necessary, provide continuous updates to new initiatives both internally and externally using your brand's tone and voice appropriately for each channel.



Increase Digital Presence to Re-engage

Once consumers feel comfortable in your store, increase promotional cadence incrementally. Create campaigns of increasing frequency until your desired rhythm is achieved.

- Reintroduce campaigns to grow consumer interest. Drive the use of loyalty programs and review data to measure success.
- Personalize campaigns to fit any applicable community needs, providing offerings of monetary value that may appeal to families and groups.
- Continue to provide updates on health and safety measures as necessary to maintain customer trust and expectation.
- Keep an overall forward-looking, positive approach. Let customers know that although things may seem different than they once were, you are open and ready to serve them once again.

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