



RETAIL

THE ART & SCIENCE OF
RETAIL REINVENTION

**NZ return to retail : Level 2 reopening and trading in the new normal
May 20, 2020**

Level 2: NZ emerges from hibernation

Thursday 14 May marked NZ's move to Level 2 and a significant change from the lockdown of Level 3 and 4 in fight on COVID-19. A time of trepidation and excitement, most retailers, hospitality and services could commence trading under new tighter rules including social distancing, cleaning and contact tracing.

For many it had been 7 weeks since they had last served customers

- Level 3 allowed online retailing and contactless click and collect, but many stores were ill-prepared to be able to fulfil orders seamlessly and easily. Hence COVID-19 is solely responsible for many new digital transformation projects in many retailers. And gosh could they move fast when they needed to.
- With the announcement on requirements for reopening released just 2 days prior, many retailers were left scrambling to organise their people, new processes and procedures, new equipment and communication.
- On the first afternoon of trading at Level 2, the government announced a change that retailers WERE NOT REQUIRED to contact trace their customers but had to try and allow a 2-metre space for customers, which created a lot of confusion. At the time of writing, retailers are required to do the following at Level 2:

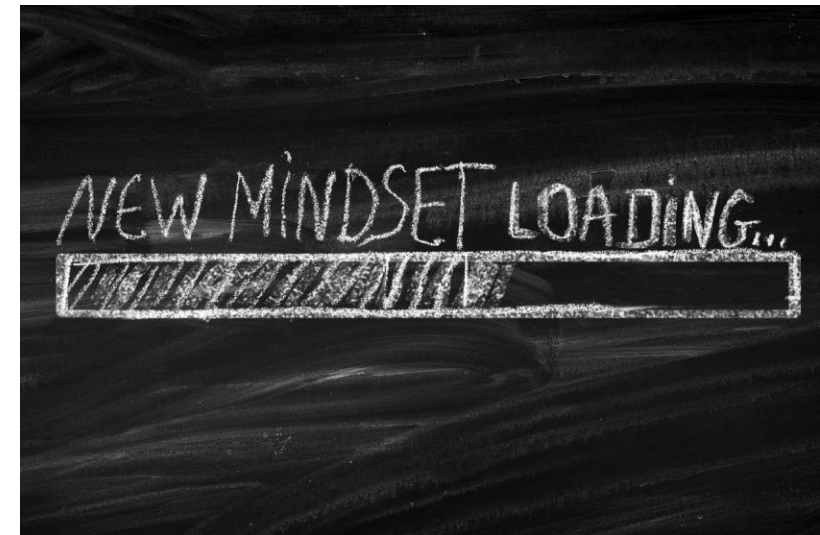
WORKSAFE NZ

For physical distancing you are required to:

- Ensure all people (excludes workers) on the work premises or who use its services keep two metres away from each other and from the workers wherever possible
- Ensure all workers keep one metre away from each other wherever possible
- Manage the risk of COVID-19 spread if physical distances cannot be met or maintained
- Limit the size of groups of people in the workplace to 10 people, if a group stays within one metre of each other.

For contact tracing you are required to:

- Keep contact tracing records or register for all workers and those who carry out work for the business or service.
- Note: contact tracing records for customers are not required.



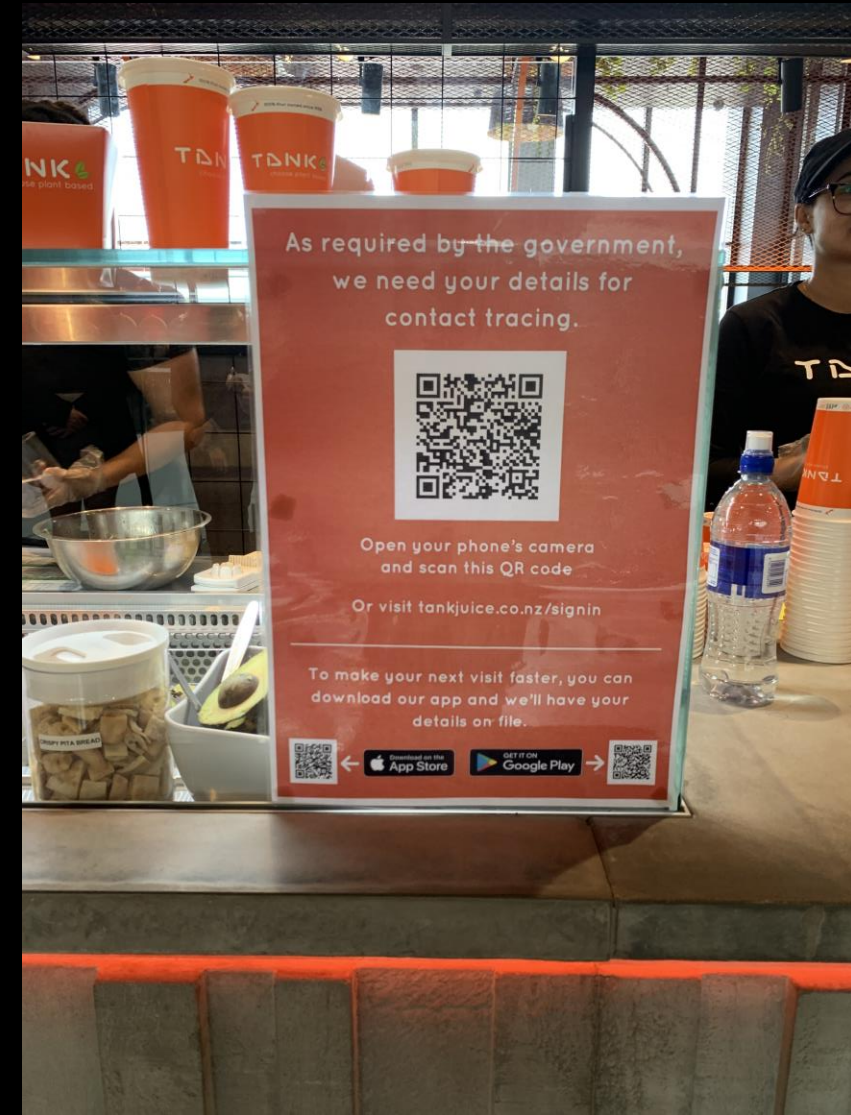


**How did
retail
respond?**

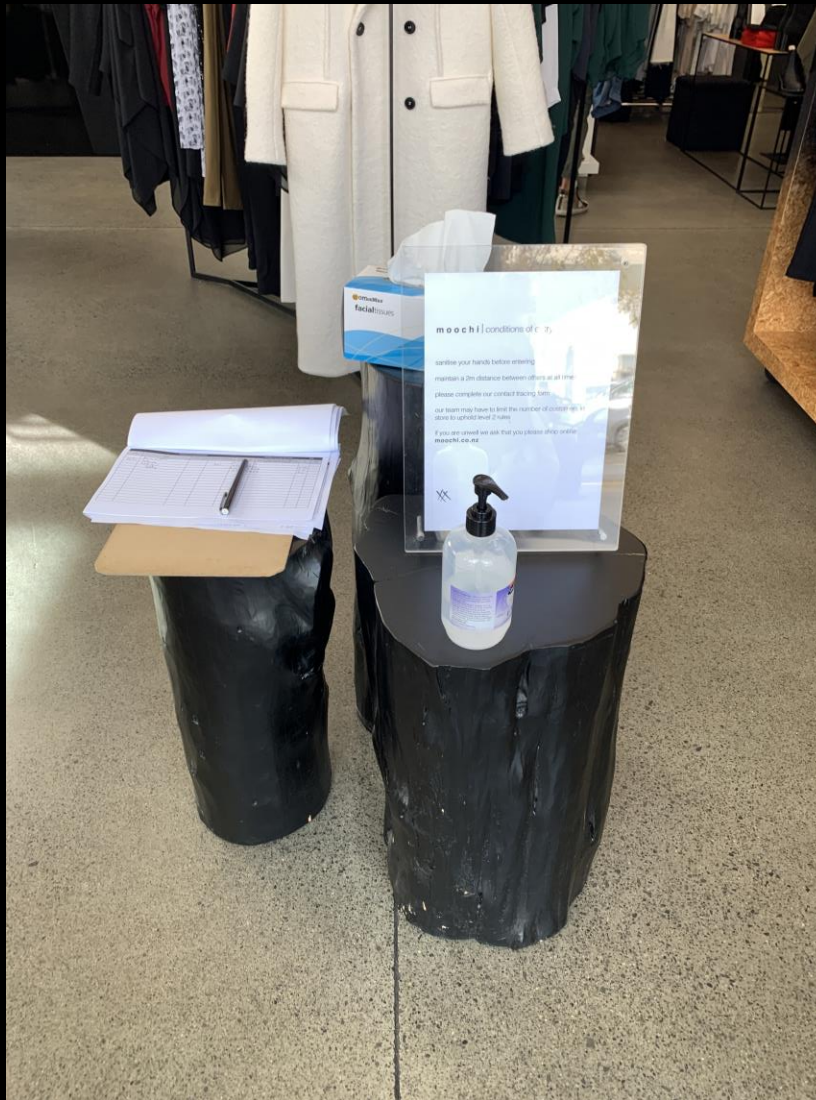
KILLING COVID WITH HAND SANITISER



APP, SIGN-IN, BLOCK ENTRY...BEGIN



SOME YOU NEED TO BE A LITTLE PERSON



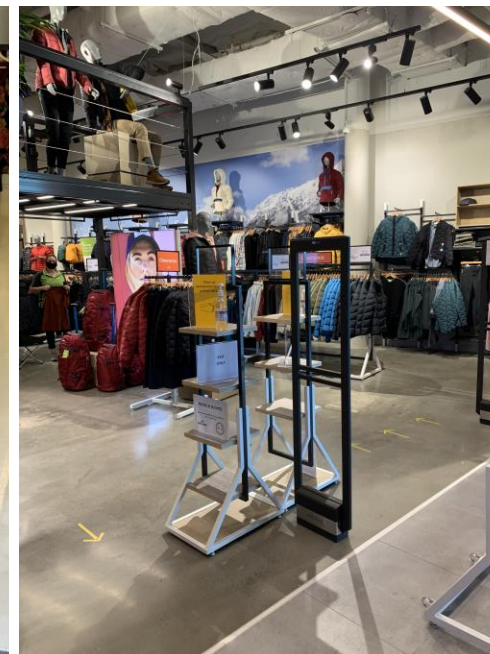
STOP!!!! SAFETY FIRST

Some of these STOP stations meant well but were ill considered.

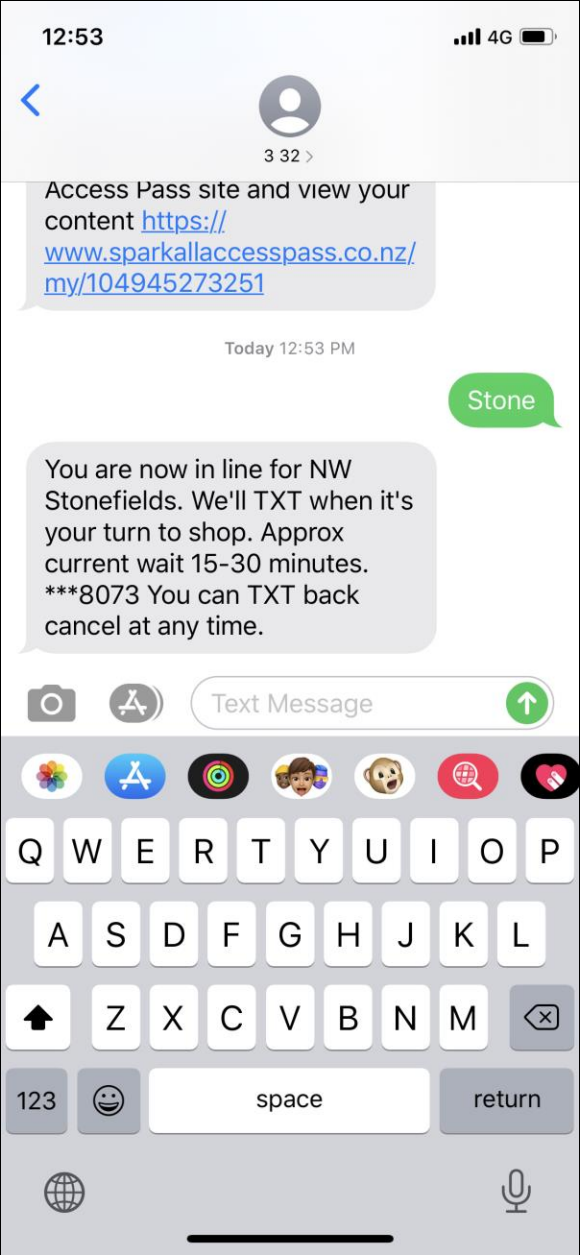
- Creating a barrier to the store which blocked anyone from coming in at all – “I think I’ll give it a miss. It looks busy.”
- But in fact the entrance was the only place people were clustered.
- Not seamless – complicated and onerous sign-up procedures asking for way too much information.
- Or, I had to use a pen which someone else had just used AND I can see all the personal details of everyone before me (stalker alert!)
- Some stations looked pretty but were designed for little people (most of us at RetailX are short and even we needed to get on our knees)

But others tried to provide a warm, branded welcome

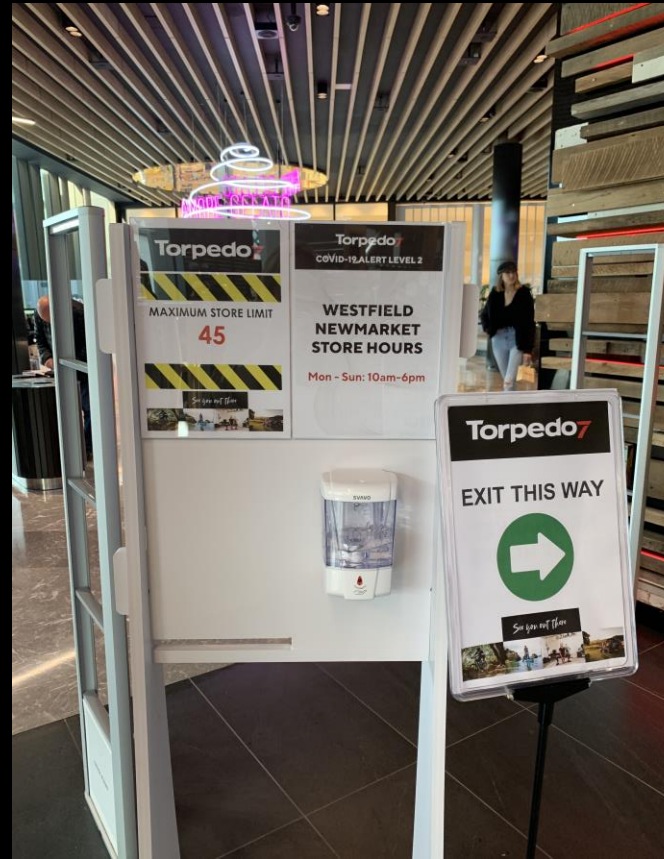
- For example, Jo Malone integrated their brand to provide a positive brand experience in a touch time



OTHERS MANAGED OUR TIME FOR US



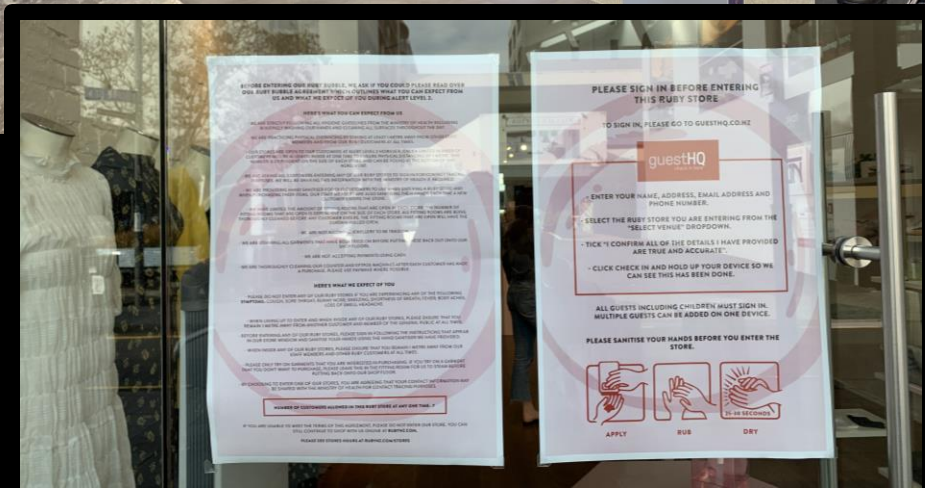
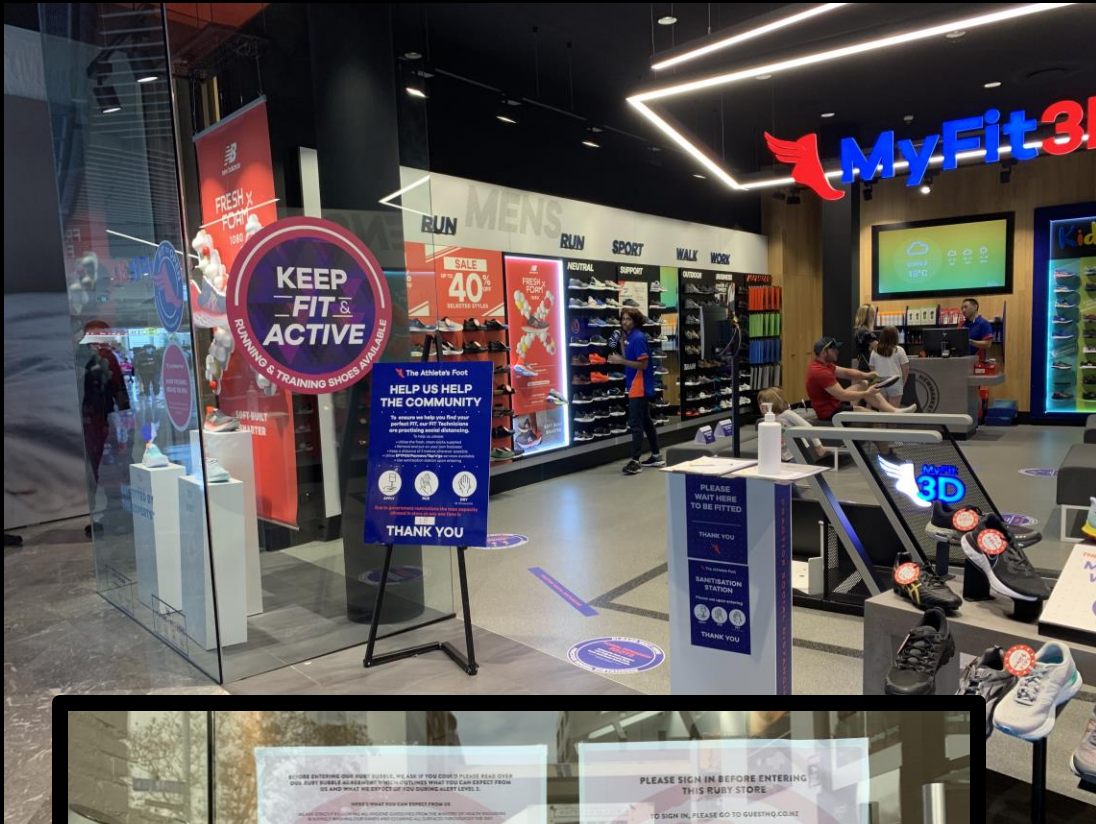
MONITORING NUMBERS AND NO CHANGE ROOMS



A SALE TO ENTICE YOU ACROSS THE LEASE LINE



INFO OVERLOAD OR A MAGNIFYIFYING GLASS & CUP OF TEA



OR NOT MUCH FAN-FAIR AT ALL



MESSAGING - VARIED AND INCONSISTENT

Some retailers bombarded us with so many messages that we couldn't take it all in. Others anticipated our needs well and were in tune with how we might be feeling.

- We want to limit our risk of exposure and don't want to be sitting in lines for ever
- Too many messages and it's all wallpaper. In the case of Ruby, their customer is more the insta-ready customer and images, or a digital link would have worked far better than all those words.
- H&M closed their changing rooms. Do you want to risk buying the wrong sized item? Of course not, so people made their own change room. It would be better to perhaps limit changerooms and rotate them allowing adequate time to clean rather than letting customers take things into their own hands.
- Adidas on the other hand explained how they would handle you trying on clothes and how they would clean the change rooms.
- If you are a larger footprint (like Smith & Caughey) I really want some more reassurance you have things in hand – there was no fanfare or acknowledgement at all



Sephora took the temperature of every person entering the store and took the time to ask questions and explain the process to each customer. OTT? Made me feel okay.

SOME JUST DIDN'T OPEN



**Westfield
Newmarket
Friday 15 May**

**COUNTRY
ROAD**

TRENERY

WITCHERY

POLITIX

OTHERS INTRODUCED NEW SERVICES



CONCIERGE AND A WELCOME



GLASSONS ***5/5*** ON THE DAY



WHAT IS THE RECIPE TO SUCCESS?

Perhaps it was the speed at which everyone had to move that left some retailers on the backfoot. Many businesses had not fully returned to work and couldn't support the additional communication, equipment and resources required. Perhaps as a sector we aren't great at sharing, learnings and advice? Perhaps as humans we were still in limbo and off kilter having been isolated for so long.

What was evident, is that as humans being served by humans, **a human touch makes the difference** (figuratively, not literally as we are social distancing!) A concierge or greeter is key, and you can do this in any size store. Saying hi and reassuring people, making a connection is what physical retail is actually all about.

Those retail experiences such as Farmers and Glassons – which were the best – had a confident, mature and welcoming person ready to greet you and make you feel welcome. They could explain what had to happen and could empathise and relate to you as an individual. Whether this is incredible staff training and selection or design, it made the entry so much more comfortable and okay. We need to feel okay and confident and when you face a team member who hasn't been taught the skills to handle customer resistance or hard questioning, it makes it unpleasant and uneasy for all involved.

We are just at the beginning of this journey and we need to really listen to our customers and adapt to their needs. It's going to get tougher before it gets better so this is the time to continue to be kind to each other, give local retail a hand up and support each other. Physical retail is all about experiences. That's what makes it different to online shopping – so make that difference.





RETAIL X

EXPLORE MORE

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