



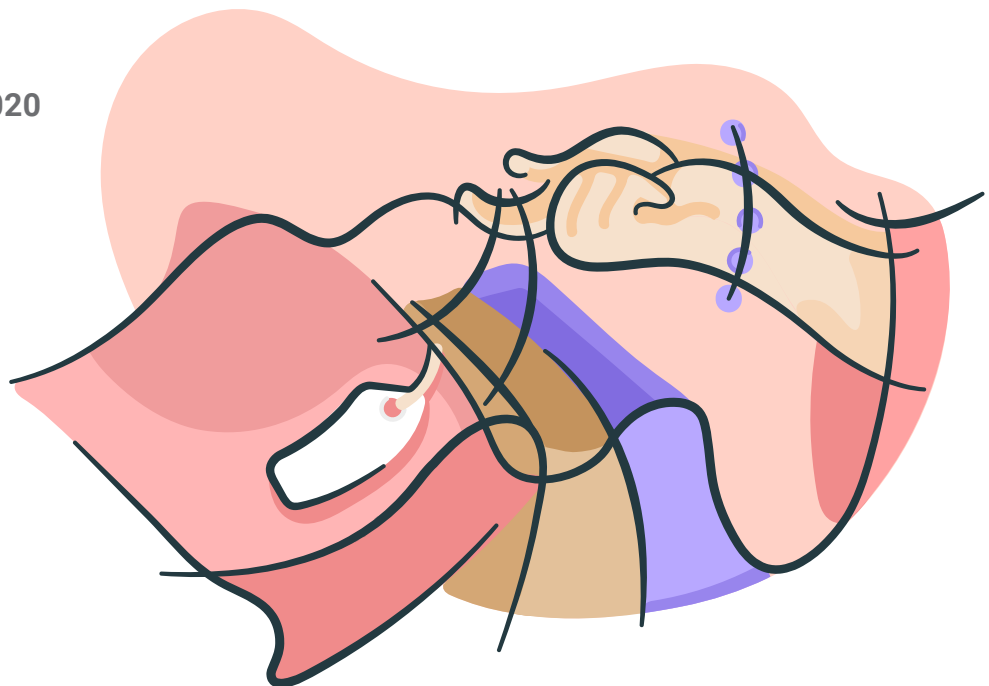
Ready, Set, Reopen!

Best practice resource for **Retailers**

Reopening requires planning to not only survive but thrive. For local retailers, we've distilled the key steps for a safe reopening. Here are three steps to take:

- 01 Put safety first**
- 02 Ready your employees**
- 03 Adapt your services**

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01. Put Safety First

First things first. Retailers must create a safe working environment that gives employees confidence to return to work and customers confidence to shop. Properly disinfecting your entire business and designing customer-facing areas that work is critical. Here's what we suggest you do:



Pre-clean. Plus establish your ongoing cleaning plan

- Review [OSHA](#) and [CDC](#) guidelines for **detailed guidance** and disinfecting how-to's.
- **Order cleaning supplies** and [EPA-approved](#) disinfectants and maintain at least a 30-day inventory.
- **Thoroughly clean and disinfect** your business *before* you reopen.
- Create an **ongoing cleaning schedule** (e.g. between customers, hourly, daily, or weekly).
- **Identify and clean high-touch surfaces** e.g. Door handles, counter tops, hangers, shopping baskets, POS, pin pads, phones, supply carts, pricing guns, box cutters, time clocks.
- **Add hand sanitizer stations**, preferably touchless, at entrances/exits/checkout.
- Follow **OSHA/HIOSH guidelines** for proper labeling, use and storage of chemicals at work.
- Have an enhanced cleaning plan ready should a **positive COVID-19 case** be reported.



Create appropriate PPE & physical distancing rules

- Require employees and patrons to **wear face masks** before entering your store.
- **Require employees to wear appropriate PPE**. Consider role-based PPE, e.g. cloth masks for FOH and face shields for BOH.
- **Post signage** to communicate key distancing rules and reminders next to checkout, in employee break rooms or other high traffic areas.
- Designate **one location for any deliveries**, require all vendors to wear face masks, disinfect all items, and only allow vendors to enter when escorted by an employee.



Determine product handling & limit shared equipment

- **Determine standards** for restocking/product handling/returns etc. that limit employee contact.
- Consider keeping more inventory **wrapped/packaged in back of house**.
- Consider "**contactless**" **checkout options** e.g. pick-up/curbside, self-checkout or contactless payment options (e.g. RFID credit/debit cards, Apple Pay etc.).
- **Limit shared equipment** (when possible) like pens, tape, scissors, pricing guns, box cutters etc. Consider assigning equipment/tool per person, per shift.
- If sharing items is necessary, **post clear directions** about how to clean shared-use equipment.



Reorganize your floor plan and traffic flow

- Ensure 6 ft spacing and **add floor markers** at waiting areas in/out of the store to help with distancing.
- **Designate specific entrances/exits** for ingress or egress to control traffic and reduce contact.
- **Install safeguards** to prevent transmission of airborne particles that may carry the virus e.g. plexiglass or get creative with economical barriers like clear, thick plastic.
- **Establish paths** (e.g. one-way, clockwise) to minimize proximity amongst employees/customers.



Limit the number of people in a closed space

- **Reduce store occupancy** based on county and state capacity rules. Establish an occupancy monitoring protocol to maintain appropriate capacity.
- **Adapt breakrooms/stockrooms** for social distancing and **stagger breaks to prevent crowding**.

02. Ready Your Employees

The return to work will introduce new norms and uncertainties for your team. Keeping the communication lines open is crucial to ensuring a smooth reopening. Take care of your employees and they'll take care of your customers and each other.

Energize and build trust with your people



- Reconnect employees to your **culture and brand values**.
 - **Address employee concerns** with compassion and confidence.
 - **Confirm schedules, salaries, benefits** and HR policies and highlight/explain changes.
 - **Proactively seek feedback** from employees and include them to brainstorm solutions.
 - **Revisit policies**, focusing on the most vulnerable groups, such as temporary workers, people with disabilities, single parents or those who lack adequate health benefits.
 - Find creative ways to support **employee well-being** during this crisis.
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Clearly communicate and train staff on your “new normal”



- Communicate **clearly, early, often, and with compassion**.
 - **Find alternatives to in-person meetings**, like communication boards, text or video.
 - Make it clear that **employees should not come to work if they have symptoms** or are ill.
 - Before work, require employees to **self-evaluate their health**. Require daily sign-ins to certify that they are healthy to work and [post a notice](#) at your entrance to remind employees. Consider temperature checks if practical.
 - Remind employees of **hygiene basics** like frequently washing their hands properly.
 - **Review expectations** for routine cleaning and sanitizing of high-touch areas.
 - Create easy ways for employees to **maintain social distancing** e.g. 6-ft tables at front door take-out station, point out easy markers like six 1-ft tiles on the floor.
 - Clearly communicate **expectations for mask/PPE use/disposal** and **consequences** for not abiding. Discuss **who/how to handle customers** who don't want to wear masks or abide by the social distancing guidelines while in your establishment.
 - Educate employees on your plan for handling **suspected/confirmed cases** of Covid-19 and what steps they should take if they experience symptoms or feel sick.
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Prepare & post signage!



- [Post a notice](#) on **entrances** that no one with Covid-19 symptoms are permitted to enter.
- **Use floor markings** and **physical items** to direct traffic in all areas, including waiting areas.
- **At registers/checkout**, post signs reminding people to disinfect hands/use contact-free payments.
- **In break rooms**, post signs reminding staff to maintain safety and social distancing guidelines.
- **In stockrooms**, post signs reminding staff to clean equipment thoroughly between each use.

03. Adapt Your Services

Whether your business is brand new or generations old, reopening in the “new normal” presents an opportunity to rethink how you operate. Here are some things to solve for as you adjust your business priorities and strategy for reopening.

Reimagine new products & services

- Focus on **top sellers** and highlight your **highest margin** goods. Know what will sell **immediately**. And know what will sell **consistently** over 2+ months.
- Consider introducing **branded masks or hand sanitizer** into your product assortment
- Create **pre-packaged bundles** to move more product e.g. Zoom outfit bundle (blouse and earrings), Kids Care pack (mask, hand sanitizer, kid’s bag), Sweet pack (specialty popcorn, wet wipes and cloth mask)
- Build a pre-order strategy or promote **gift cards** (or digital gift cards) for an immediate infusion of cash
- Capitalize on **seasonal opportunities** e.g. Father’s Day specials, Fourth of July outfits and accessories.
- Turn distancing rules and regulations into creative **brand moments and opportunities** e.g. branded hand sanitizers, fun floor signs.

Meet your customers where they are

- **Reach out and talk to loyal customers** to understand what is important to them.
- **Focus on benefits**, not just discounts.
- **Re-engage all existing customers** across all channels, especially email and social media,
- **Spread the word**, ask loyal patrons to increase awareness for your goods/service among friends and family.
- Ease consumers back into shopping by marketing **delivery, curbside pickup, and clienteling**
- Consider **special hours** or shopping by appointment for high-risk individuals
- Get creative with **size guidelines** in lieu of dressing rooms e.g. have sizing charts, differently sized mannequins, in-store references for comparison etc.
- Identify **partnerships or collaborators** to extend your reach to new customers through cross-promotion. For example, work with neighboring businesses to jointly attract traffic to all your businesses together.

Leverage technology when possible

- **Keep building and investing in your online channels** to complement your brick-and-mortar
- Share brand values, products or create “social experiences” on **social media**
- Explore selling on **Instagram** e.g. bundled outfits of the day, featured special sale item
- Use technology to track # of customers in store, or send text notifications for when orders are ready.
- Sign up for a **retail app** to help with self-checkout, price check, and new delivery options
- Minimize the use of paper and **migrate to digital** e.g. digital receipts, online inventory
- **Allow remote work** when possible and **use alternative forms of communication** like video or text to minimize in-person training and meetings.

A note from ProService Hawaii:

Retail has changed, it will not be business as usual. Our "new normal" will look very different from what we've known it to be. Recovery will require new business models and revenue streams, new staff relations, new relationships with our business partners, suppliers, landlords and customers. It will take a long time to arrive at our “new normal.” Anticipating and preparing for this new business environment will take innovation, patience, and a whole lot of grit. **You’ve got this.**

Sources:

- [Hawaii's Retail Reopening Guidelines](#), Retail Merchants of Hawaii
- [Operation Open Doors Checklist](#), National Retail Federation
- [Businesses and Workplace Guidance](#), Center for Disease Control
- [List N: Disinfectants for Use Against SARS-CoV-2](#), Environmental Protection Agency
- [Executive Series: CEO Roundtable - Ep. 3 Retail](#), ProService Hawaii
- [Employer's Guide to Coronavirus](#), ProService Hawaii