

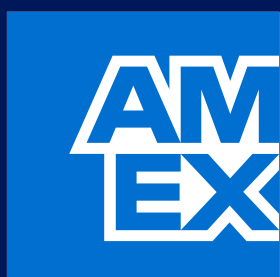


# SAFE SHOPPING GUIDE

How to create a safe and welcoming experience for your customers.



BY



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# HELP YOUR CUSTOMERS FEEL SAFE AND WELCOME - NOW AND FOR WHATEVER COMES NEXT.

Customer experiences continue to look a little different. But the need to support your customers remains as important as ever.

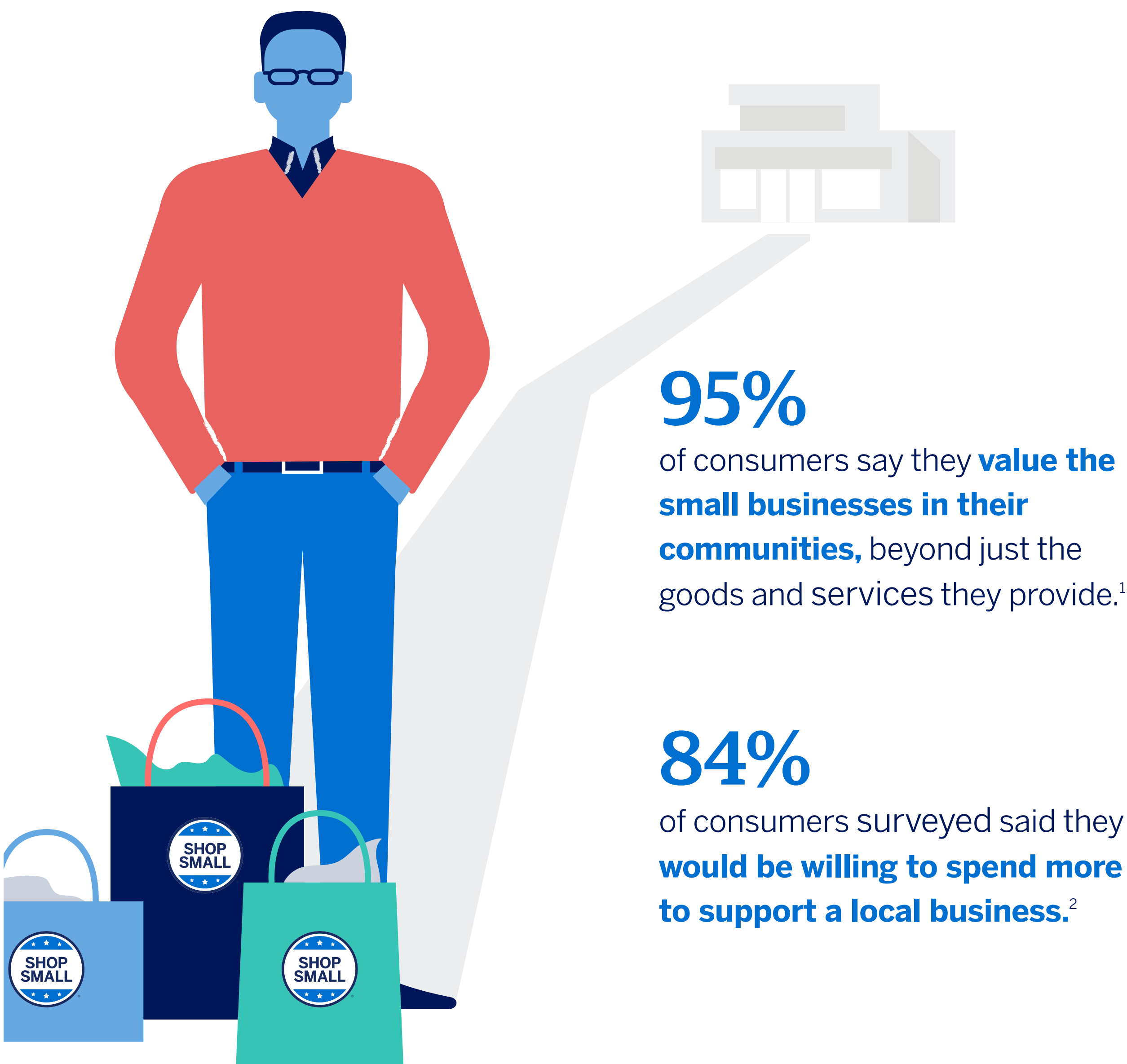
So what can *you* do to make sure your customers feel confident and excited to shop or dine with you?

Keep reading to learn about actionable ways you can provide your customers with frictionless experiences. So you can make the most of each shopping experience – online and in person – now and for whatever comes next.



# CUSTOMERS WANT TO SHOP SMALL®

The good news is, across the country, local businesses have been receiving great support from their communities. More than ever, neighbors are relying on one another and finding new appreciation for local businesses that have always been there for them.



# CUSTOMERS WANT TO FEEL WELCOME

You've already put a lot of work into making sure your physical location gives customers an unforgettable experience. So there's no need to change everything. Here are just a few small tweaks that can give your customers more peace of mind when they visit.

## Sparkle and Shine

Implement daily cleaning routines and best practices to create the cleanest shopping experience possible. And offer your customers sanitizers near the entrance, point of sale, and restrooms. They'll appreciate it and feel welcome at your business.



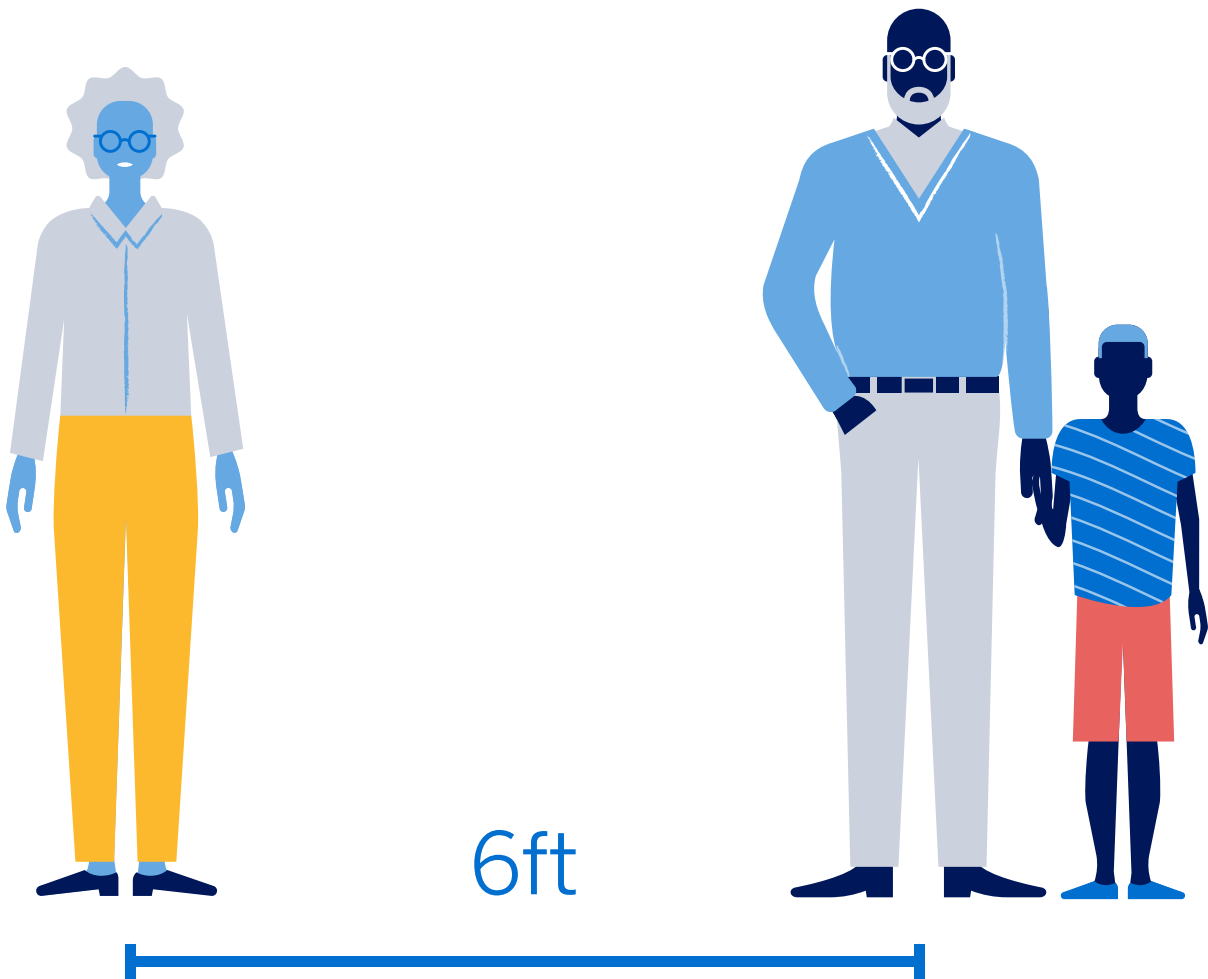
**81%**  
of surveyed U.S. adults said they **would feel more comfortable if businesses regularly sanitized high-touch surfaces.**<sup>3</sup>

## Make Room... and Reservations

Giving customers extra room to shop or dine is an important part of helping them observe social distancing, so they feel safer visiting. That might mean reorganizing how you display products or only allowing a limited number of customers inside at one time.

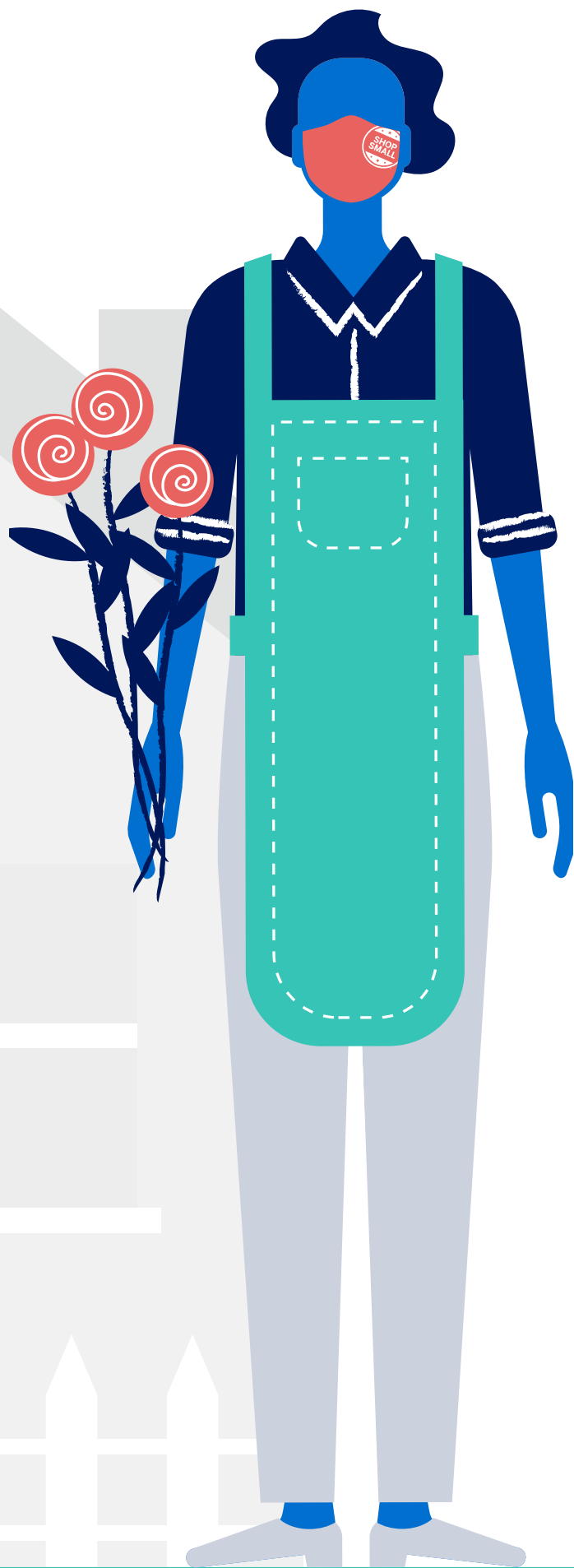
**70%**  
said they **would feel more comfortable if there were fewer people** around as they shop or attend events.<sup>3</sup>

**Shopping time slots or appointments are great ways to limit crowding.** Make sure your website has a simple sign-up interface for customers to use. And consider special time slots for seniors or at-risk guests to shop, plus expanded hours for busier shopping days.



## Mask Up

Wearing masks not only helps protect your employees and your customers, it shows them that their health and safety is a priority for your business.



**69%**  
of customers surveyed **feel more at ease when employees are wearing masks.**<sup>3</sup>

Consider offering free, disposable masks to customers who don't bring their own. Or create branded masks for your employees with a joyful seasonal theme of uplifting sentiment.

### HELPFUL TOOLS TO GET YOU STARTED:

#### Free POP tools and signage

Welcome customers safely throughout your business with social distancing floor decals, touch-free hand sanitizers or a complete Open for Business Toolkit. You can order or digitally download them free [here →](#)

#### Show customers you care about their wellness

Save 20% on **Emerald Brand** sustainable cleaning supplies [here →](#)  
Offer expires 6/30/21

# CUSTOMERS WANT OPTIONS TO PAY THEIR WAY

Cash used to be king. But the future of keeping customers safe at checkout doesn't involve money changing hands – at least not physically. By expanding the types of payments you accept, you can make sure your customers feel comfortable and valued.



## 63%

of consumers surveyed said they **are using less cash to make their purchases.**<sup>4</sup>

### DID YOU KNOW?

American Express and most major credit card networks do not require signature at checkout. And you will NOT be held liable for not having a signature on American Express Fraud transactions.

## Customers Want Contactless

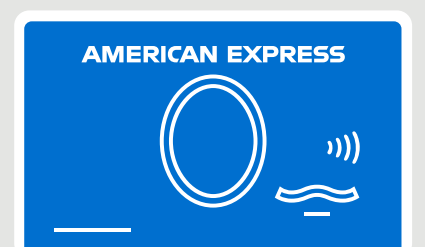
Contactless payments used to be just about convenience. Now they can also keep your employees and customers safe without the need to touch cards or ask for signatures.

## 70%

**of merchants say** that since the outbreak, **customers are requesting contactless.**<sup>5</sup>

Making sure your point of sale system is up to date enhances the customer experience by giving customers more ways to pay that are also safer. And setting up your business to accept contactless payments is easier than you think.

Learn how it works and how your business can benefit [here →](#)





Customers want options to pay their way

## Go Mobile

QR Codes® are another simple digital payment choice that give customers a quick, touch-free way to pay.

# 1/3

of consumers **who prefer paying with QR codes would not complete a purchase at all** if that option were not available.<sup>6</sup>

QR Codes have many other uses as well. From easy, touchless menu access for restaurant guests to QR Code-embedded billboards to help customers locate you. Or post one in your store window to help boost website visits or app downloads.



## Buy Now, Pay Later

Letting customers pay over time is more popular than ever — and it benefits everyone. It can help your business compete with larger competitors able to offer lower price points. And customers will appreciate being able to finance important.

# 85%

of consumers surveyed **are interested in interest-free buy now, pay later (BNPL) plans** at their preferred retailers.<sup>7</sup>

## Avoid Extra Fees

Everyone is looking to save money these days, so customers will be excited to hear about sales and specials — but probably won't be happy about surcharges.

# 70%

said being surcharged makes them **feel like the merchant does not appreciate their business.**<sup>8</sup>



### HELPFUL TOOLS TO GET YOU STARTED:

#### Free Contactless Payment POP tools and signage

Make sure your customers know you offer contactless payment solutions as you welcome them to your business. Order or digitally download free Point of Purchase Contactless Payment Terminals, tools and signage [here →](#)

[Quick Guide to Contactless Payments →](#)

[Quick Guide to QR Code Payments →](#)



# CUSTOMERS WANT TO DO MORE ONLINE

Creating a safe, welcoming environment for your customers to physically visit is key. But just as important is meeting your customers where they are, giving them options, and making it easy for them to shop and purchase on their own terms. The first step is ensuring you have an e-commerce presence.

## Online Opportunity

Even if in-store visits pick up, an increase in online ordering will continue to be the trend. Your e-commerce site should work in concert with your physical space to create a simple omni-channel experience that keeps customers informed and entices them to keep coming back.

76%

prefer to shop online  
to avoid germs.<sup>9</sup>



75%

of consumers surveyed **who have gone online to shop and pay plan to keep doing so** after the pandemic has subsided.<sup>10</sup>

## Click-and-Collect

While your store may be open for foot traffic, many businesses are also encouraging curbside pickup to help keep customers safe. Your customers will appreciate the safety and convenience of free pickup services, as well as not having to worry about delayed shipments or increased shipping costs.

### U.S. click-and-collect e-commerce

**sales** are projected to reach \$58.52 billion in 2020 — **increasing**

60.4%.<sup>11</sup>



### HELPFUL TOOLS TO GET YOU STARTED:

#### Design and customize an easy-to-use online store

Get 4 months free from **BigCommerce** [here →](#)  
Offer expires 3/31/2021

#### Manage your social media accounts

It's easy with **Sprout Social**, and now get 30% off for 1 year [here ☑](#)  
Offer expires 3/31/2021

#### Boost your savings on shipping

Take advantage of this special offer from **FedEx** [here →](#)  
Offer expires 10/20/2021

# CUSTOMERS WANT TO HEAR FROM YOU

When everything seems to be constantly changing, there's nothing more important than communication. Whether customers are regulars or totally new, be sure to keep them updated on the things that matter most.

**Recent research shows that people are most likely to buy from companies whose ads either explain how they're keeping shoppers safe, provide gift ideas, or speak to them with realistic or optimistic ads.\***

## Health & Safety

After you've made the effort to ensure your business is as safe as possible, make sure your customers know about it.

# 47%

of consumers **want recommendations from companies** on how to stay healthy.<sup>12</sup>



## New Hours

Your hours might not be as regular as they once were, so be sure to keep your website, social media, and online search results as up to date as possible. And post clear signage at your location. It might seem a little old school, but it's effective.

# 46%

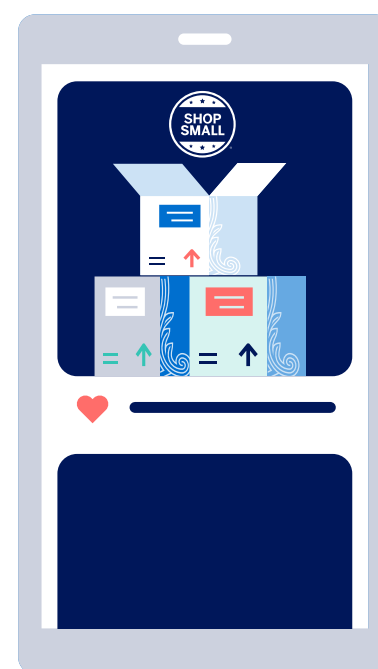
of consumers **want to receive information about hours** and closures.<sup>12</sup>

## Get Social

Social media marketing is an easy way for your small business to expand your audience and speak to your customers directly. Regardless of the platform, with social media you can create connections, find fans, learn what customers are interested in and encourage in-store visits.

# 63%

of small businesses **see social media as a valuable business tool.**<sup>13</sup>



### HELPFUL TOOLS TO GET YOU STARTED:

#### Never miss customer calls again

30 days free and save 67% off for 1 year with **Numa Pro** [here →](#)  
Offer expires 3/31/2021

#### Advertise your business to potential new customers

Share your business's newest promotion using **Nextdoor** [here →](#)  
Offer expires 3/31/2021

\*<https://morningconsult.com/form/2020-holiday-shopping/>

# MAKE SURE WHEN CUSTOMERS COME BACK, THEY WANT TO KEEP COMING BACK

As you continue to pivot and adapt in 2021, one thing remains the same: **your desire to give your customers the best experience possible.** By listening to your customers and responding to their needs, you can help them feel safe, informed, free to pay however they want, and most of all – welcome.



**Embrace Tech**  
that can create  
faster, easier and  
safer experiences  
for your customers.

Take advantage of digital communication, contactless payments and QR codes.

**Stay Flexible**  
to keep meeting  
your customers’  
changing needs  
and desires.

Be open to adjusting your hours, changing your physical space, and the way you communicate.

**Be Innovative**  
as you create  
new ways to  
deliver value for  
your customers.

Consider offering convenient, valuable services like click-and-collect and Buy Now, Pay Later.

# REIMAGINE YOUR RESTAURANT

## Get the Most from Your Space

As you start to reopen for patio dining or even indoor seating, safety and security are replacing hustle and bustle. Here are some things to consider:

- Heaters for outdoor dining areas
- Spaced-out seating with barriers if possible
- Limited-size parties only
- Reservation-only policy at staggered times
- Dedicated pickup area to aid social distancing
- Continue to optimize your take-out business

## Take Your Waitlists Mobile

Extend your waitlist beyond your host stand to help you manage crowd control, pacing, and safer service for your guests. Let guests add their name from their mobile device. Then message them via SMS when you're ready to welcome them in.

## Once You Go Contactless, You May Never Go Back

With QR code menus, you can improve your guests' experience, change menu items quickly and easily, reduce cost and waste — and even use integrated technology to analyze menu data. And it's easy to implement. How creative you get with them is up to you.



### HELPFUL TOOLS TO GET YOU STARTED:

#### Access the top restaurant management resource — FREE

Sign up for **Resy** at no cost through June 2021 [here →](#)  
Offer expires 6/30/21

#### Purchase sustainable food packaging and cleaning supplies

Now enjoy 20% off from **Emerald Brand** [here →](#)  
Offer expires 6/30/21

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# RESTYLE YOUR RETAIL BUSINESS

## Don't Just Sell... Communicate

After months of buying almost everything online, customers may be ready to visit your store in person. Now's the time to be extremely transparent when communicating about things like:

- New store hours
- In-store safety measures
- Appointment-only shopping
- Modified return and exchange policies
- Online delivery wait times

## Engage with New Online Customers

Even as in-store visits pick up steam, you'll likely continue to see an unprecedented amount of traffic to your e-commerce site.

So it's important to make sure you're collecting your customers' data and email addresses so you can continue communicate with them about their interests.

## Lean Into the Lipstick Effect

It's a theory that during difficult times, consumers will cut back on expensive items but treat themselves to smaller luxuries, such as expensive lipsticks. If you're a nonessential retailer, offering quick "luxury" treats for online shoppers could really add up.



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# TRANSFORM YOUR BEAUTY & WELLNESS BUSINESS

## Accept All Forms of Tips

Many employees in the beauty and wellness space rely on cash tips to supplement a job well done. How can you make sure those employees feel taken care of when no one has cash?

### Start a Digital Tip Jar

Those who work in the service industry can go to <http://unstp.co/tipjar> to enter their names, work location and Venmo or PayPal username.

### Employee Relief Funds

Your business can set up a fund on your own and let customers know about how to contribute through your website or in-store signage.

## Share Your Expertise

If you haven't already, consider amplifying your business by creating beauty and wellness content online. From meditation practices, to yoga sessions to acne-relieving solutions for frequent mask-wearers, this kind of expert content is in great demand. And it's a simple way to reach new audiences and keep customers engaged.



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# CITATIONS

<sup>1</sup> Small Business Recovery Research, American Express, June 2020.

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<sup>3</sup> Sarah Shevenock, Alyssa Meyers & Alex Silverman. “[Which COVID-19 Safety Policies Will Comfort Consumers?](#)” Morning Consult. May 14, 2020.  
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<sup>11</sup> eMarketer, Inc. US Ecommerce 2020: Coronavirus Boosts Ecommerce Forecast and Will Accelerate Channel-Shift by Andrew Lipsman and Cindy Liu. June 2020.

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<sup>13</sup> Mercator Advisory Group - Small Business Payments Insights 2020.

