

HAVE YOU REALLY PREPARED YOUR FRONTLINE WORKERS FOR COVID?

BEFORE WORKERS COME TO WORK

- Recognize and address frontline workers' concerns.
- Empower and encourage workers to offer small and big solutions.
- Recognize possible underlying health issues that make certain frontline workers more vulnerable to serious health risks. Be as flexible as possible in placing high-risk workers in a less front-line position.
- Provide protective gear and equipment.
- Maintain transparent, honest, and fact-based information to employees, and communicate every step that makes them safer on the job.
- Consider offering workers stress management education and mental health services.
- Encourage workers to stay home when they're ill, and support their ability to do so with sick leave, hazard pay, and job security.

CUSTOMER INTERACTIONS

- Customers should see before entering store "in-group" signage that emphasizes "we're all in this together" and "we take care of one another" to promote a mask-wearing norm. These are more effective than text signs that merely say "masks required." Signs should utilize themes of shared identity and community connections.
- Ensure proper signage for efficient, quick shopping options like BOPIS. (Include where and when customers may pick up BOPIS orders during online checkout.)
Train frontline workers in non-confrontational customer interactions:
 - Interpersonal strategies that invite customers to wear masks.***De-escalation strategies workers can use for non-compliant customers:***
 - Staying calm while actively, intently, and reflectively listening.
 - Focusing on customers' feelings and concerns while setting limits.
 - Keeping body language neutral (no crossed arms, invading space, or frowning) and never physically engaging to block or push an angry customer.
 - Having clear management policies and strategies that quickly respond to customers who refuse masks. Workers need to know verbal or physical abuse will never be tolerated.

SAFE AND INVITING DECONTAMINATION PRACTICES

- Train frontline workers on proper cleaning and sanitizing, and ensure they have the disinfectant materials available at all work stations and store areas.
- Use "in-group" signage that informs and guarantees proper sanitation practices (wiping down carts, keeping orders sanitary, etc.).
- Keep sanitized carts, baskets, buckets separate from those that have been returned. Provide easy, identifiable way (like tape marked 'sanitized') for customers to know that the cart or shopping basket has been sanitized.
- Provide customers easy access to disinfectant materials so they may additionally wipe their own carts, baskets.
- Provide curbside pickups that deliver closed bags with tape marked 'sanitized.'
- Encourage credit or debit cards at checkout. Place receipts in bags rather than hand them to customers.

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PROTECT WORKERS BY PROTECTING CUSTOMERS

- Provide low-density and slowed traffic hours for vulnerable shoppers like aged 60+.
- Provide low-density traffic hours for pregnant women and those with compromised immunities.
- Reduce or stop product sampling services that create aisle bottlenecks.
- Create one-way aisles and distance markers at checkout and service counters.
- Limit store capacity.
- Utilize sneeze guards or cleanable barriers at all service counters in store.
- Create store layouts that are more efficient. It's time to rethink the milk-in-the-back strategies that have encouraged customers to spend more time in the store.
- Provide more time for workers to frequently disinfect workspaces.

NO-CONTACT SHOPPING EXPERIENCE

- Provide customers a no-contact delivery system option like BOPIS, Personal Shoppers, or prescription deliveries.
- Train no-contact shoppers in proper distancing and sanitary order picking and handling. Provide those trained workers with badges that identify they've been trained to provide a no-contact shopping experience.
- Provide same-day or next-day prescription deliveries and/or no-contact pick up alternatives at store fronts.

RETAILERS ARE UNDER PRESSURE...

Retailers are under enormous pressure to provide necessary goods and products in the age of COVID-19 while protecting workers and customers.

Training is key to maintaining a safe and inviting shopping and work environment.

Assist Inc Retail Services can take a huge burden off your shoulders by training your staff and contract workers.

Our training solution is computer-based and covers customer service, specific steps to safe and inviting shopping, proper product handling, and health, wellness, and stress management.

Call and ask about complimentary training for your frontline workers: 1-773-736-4500

