



# ENCOURAGING OLDER CUSTOMERS BACK IN STORE

## What can you do?\*

### Recognise that pandemic fear persists

- Continue adhering to and encouraging the wearing of masks in your store
- Continue to provide additional services e.g. phone ordering, deliveries and collections
- Ensure that all staff are aware that some older shoppers may have concerns about being in store



### Maintain physical distance

- Adjust aisle layouts to configure more parallel space
- Use floor markers to encourage spaced out queueing
- When the store is busy, have a protocol in place for controlling admittance
- Make customers aware of less busy periods (through clear signs) so they can select appropriate periods to visit

### Offer multiple modes of payment to reduce anxiety

- Encourage and promote cash transactions to reduce anxiety about payment
- Offer hand sanitiser when cash transactions take place



Over 65's retail spending increased 75% between 2001 and 2018  
International Longevity Centre UK

By 2040, the Over 65's will be responsible for 63p of every pound spent in the UK  
International Longevity Centre UK / The Guardian



### Facilitate more personalised service to drive perceptions of safety

- Provide name badges for staff
- Encourage staff to socialise and get to know your (older) customers whilst they're shopping
- Open 'chat checkouts' to create space for social interaction

### Mitigate against merchandise contamination

- Provide sanitary packaging for any loosely sold products (e.g. fruit, vegetables)
- Ensure that hand sanitiser is available in places where customers routinely "touch" products.



### Ask for feedback (and listen)

- Actively collect feedback from customers to demonstrate that you care
- Train staff to ask customers for feedback, and when they receive it, to pass it on further so you can continue to improve

### Go the extra (delivery) mile

- Identify locations where older people may live and promote delivery services for these customers.

