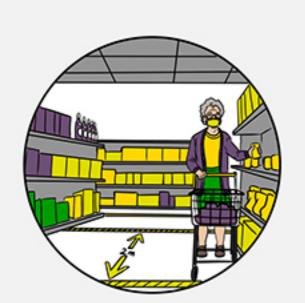


ENCOURAGING OLDER CUSTOMERS BACK IN STORE What can you do?*

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.



