

Retail Survey Facts - Re-Opening

All retail segments response



Survey was done to different verticals in Retail, Like Apparel, Accessories, Footwear, Grocery

2 out of 3 Store teams are ready now to do home delivery in store area

Social Distancing



Challenge to implement social distancing with customers.

5 in 5



store staff think, they need to be trained in health, hygiene and social distancing

Tele-calling from store staff



to customers in their area

Over 79% HO/RO

Team Feels Work Efficiency can be high even if its WFH for roles that don't need people to be in office

Reopen Readiness survey Insights – Store & HO/RO teams

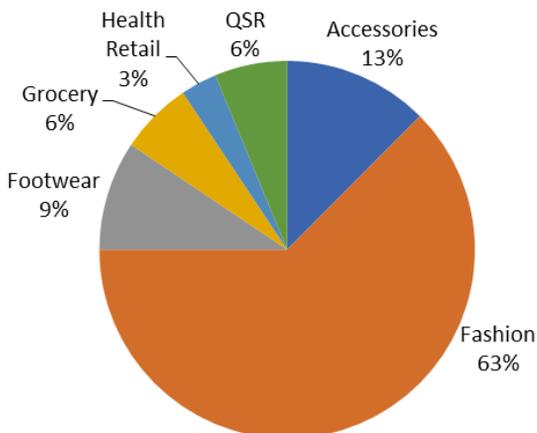
The world is reopening! A new SOP is at works as businesses reopen for employee and customer safety. The corporate office teams and store teams are two significant stakeholders in operationalising new SOP's. On an initial survey conducted by Wooqer, we witnessed a gap in how HO teams and store teams see the practicality of new guideline implementations. We built up this survey to bridge the gap by making store inputs available to decision makers. Our access to over 200000+ store associates in different markets and another 25000+ HO team members extended a large enough sample size to derive useful data from.

Methodology: We conducted two different surveys through **“Wooqer Surveys”** with a very large sample of store associates and HO teams, primarily across GCC, Indian subcontinent, China, & SEA during May 2 - May 6. The survey saw a tremendous response (63% of store associates & 78% of HO team members responded during the survey window) and we bring the results in this summary report. Detailed findings are available for download from Wooqer website.

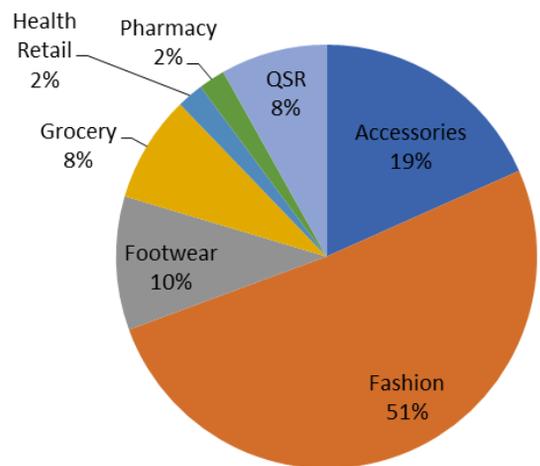
The survey was categorized primary in areas like

- Employee Engagement
- Employee Health/safety
- Store Operations
- Customer Related

**Corporate/Regional Team
Verticle Mix**



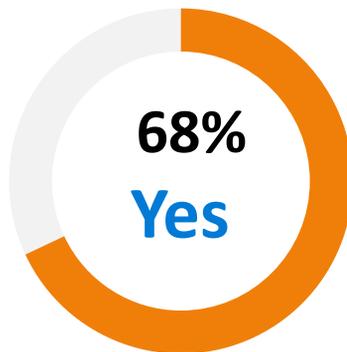
Store Team Verticle wise



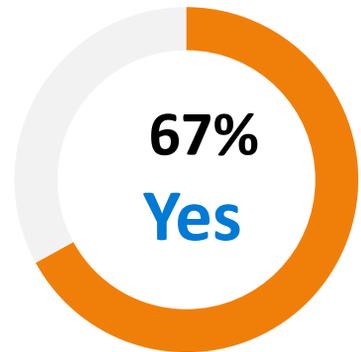
Reopen Readiness

Customer Related

Do u think appointment based customer entry at the Store is a good idea?

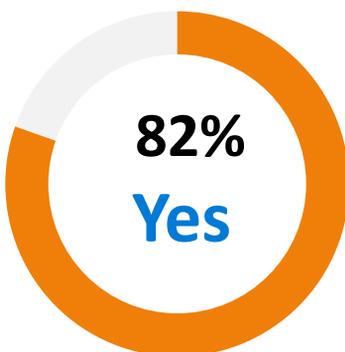


HO/RO team

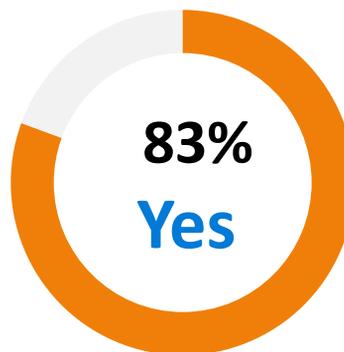


Store team

Do you think, Store Managers should tele call Customers to increase sales?



HO/RO team



Store team

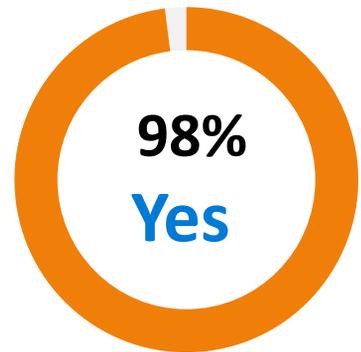
Reopen Readiness

Health & Safety Related

Should store staff be trained in health, hygiene and social distancing?

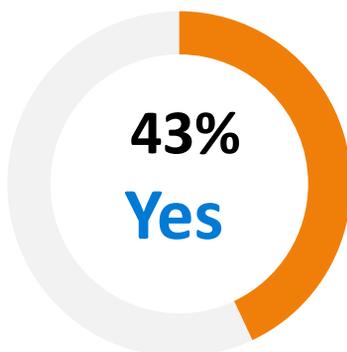


HO/RO team

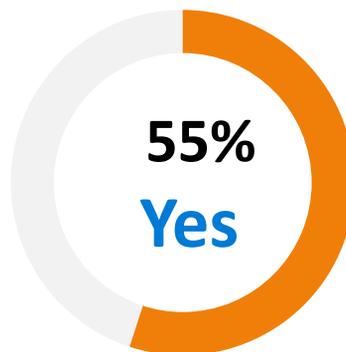


Store team

Should trial rooms be opened in this Covid-19 situation?



HO/RO team

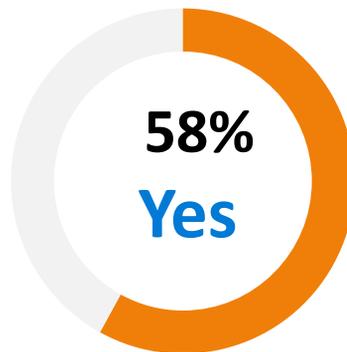


Store team

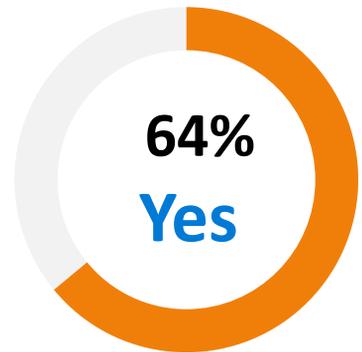
Reopen Readiness

Store Operations Related

Will it be easy to implement Social distancing with customers in the stores?

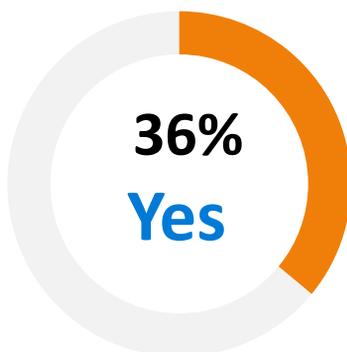


HO/RO team

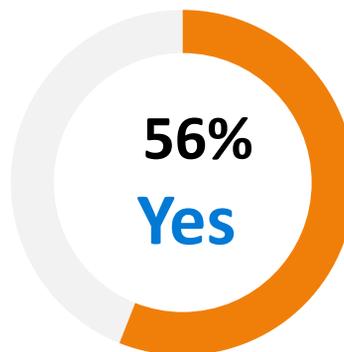


Store team

Do you need full strength as demand is not expected to be high at the very beginning?



HO/RO team

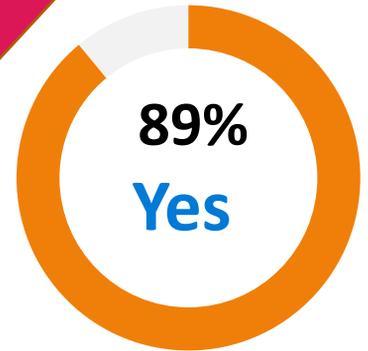


Store team

Reopen Readiness

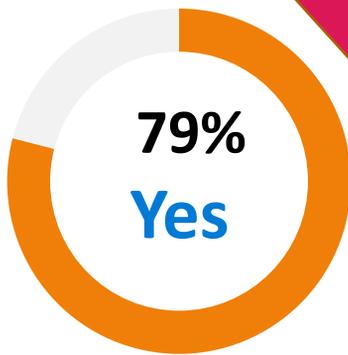
HO | RO Team Related

Are you confident of working without supervision in work from home condition?



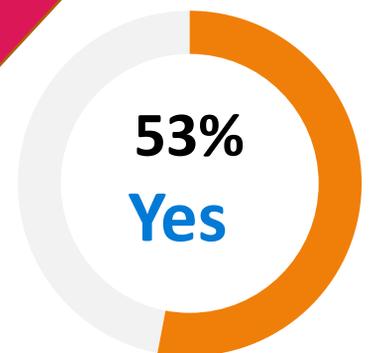
HO/RO team

Work Efficiency can be high even if its WFH for roles that don't need people to be in office. Agree?



HO/RO team

Do you have alternate devices if the office device, laptop is not working well during lockdown?

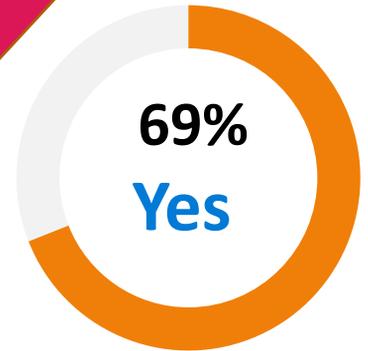


HO/RO team

Reopen Readiness

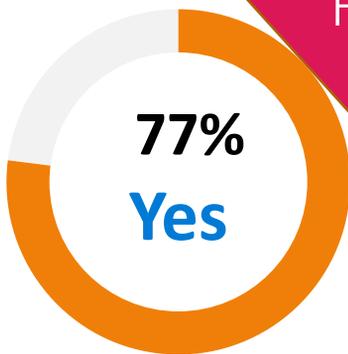
Store Team Related

Are you open to doing home delivery in your store area?



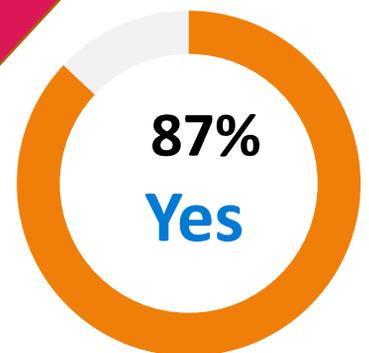
HO/RO team

For Walk-in customers, should a QR code based checklist should be made with all the critical questions ?



HO/RO team

Should you be trained to do multiple jobs at the store?

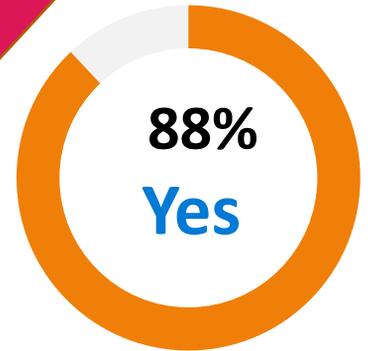


HO/RO team

Reopen Readiness

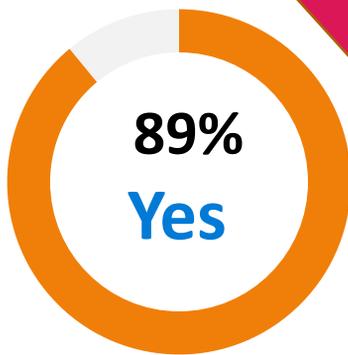
Store Team Related

Should there be options to sanitize your merchandise?



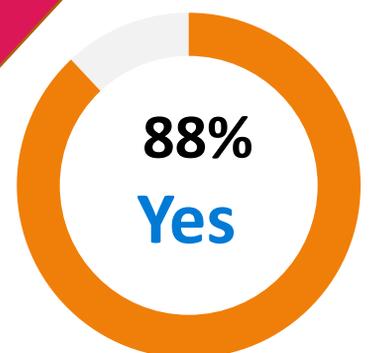
HO/RO team

Do you want the HO Team/ Supervisor to keep in touch with you regularly to enquire about the situation?



HO/RO team

Do you think Head office Team should continue the online training over classroom training, post covid



HO/RO team

- Both, Store Teams and HO/Regional Teams believe, **appointment based customer entry** in to the store is the way forward
- Both, Store Teams and HO/Regional Teams strongly believe that **tele calling for selling** is going to be an additional mode to make sales
- Both, Store Teams and HO/Regional Teams very strongly believe that store staffs should be **trained** on health, hygiene and social distancing
- Store Teams and HO Teams need to discuss and arrive at way forward for **trial room operations**. Both teams seem to have a different view
- Store Teams need to be aligned on, whether or not full **team strength** is needed at stores when operations resume
- Store Teams are willing to go an extra mile and even do **home delivery** of products in their areas

- Store Teams strongly believe that they need to be **trained to do multiple jobs**, so that they can fill in for unwanted skill gaps at stores
- Store Teams strongly believe that **merchandises should be sanitized** and customers should enter the store only after declaring that they are medically (w.r.t Covid-19) fit
- Store Teams strongly believe and recommend the **digital training** over classroom or in person training
- HO/Regional Team members feel **confident of working from home**, without supervision, as they believe it is more efficient. However, organizations need to solve the problem of alternate devices or repair of devices in case of work from home scenarios

Wooqer is helping hundreds of businesses implement new SOP's at stores and facilities. We have also organised ReOpening resources from all sources on our website at www.wooqer.com. For help on your reopening, contact Wooqer at

help@wooqer.com

