

The COVID-19 'imprint' on Design strategy for physical retail stores/ branches

Key Observations

- Taking a step back: Pre Covid-19
- What has Covid-19 brought into sharper focus/ prioritized when considering store/ branch design strategy
- Key pillars of the new age physical retail CX and OpX

Pre Covid -19: The Motion of the Ocean

High St stores/ branches already struggling to find a sustainable and meaningful role in the retail CX landscape

Technology as a catalyst: Customer engagement effectiveness and operational efficiency

'Liquid' customer expectations: Seamless cross-channel experience is becoming a hygiene factor

Brand Platforms: Margins driven out of the core historic store function of product/service sales.....now objective is differentiation through experience and service within retail spaces

Network 'Glocalisation': the need to be brand consistent but deliver local, more personalised experience

Fast failure /adaptation design process: no "roll outs". Constant evolution

Current best practice and Covid-19 impact



What has CV19 brought into sharper focus/ prioritized?

Commercial: More space and time requirement creates additional pressure

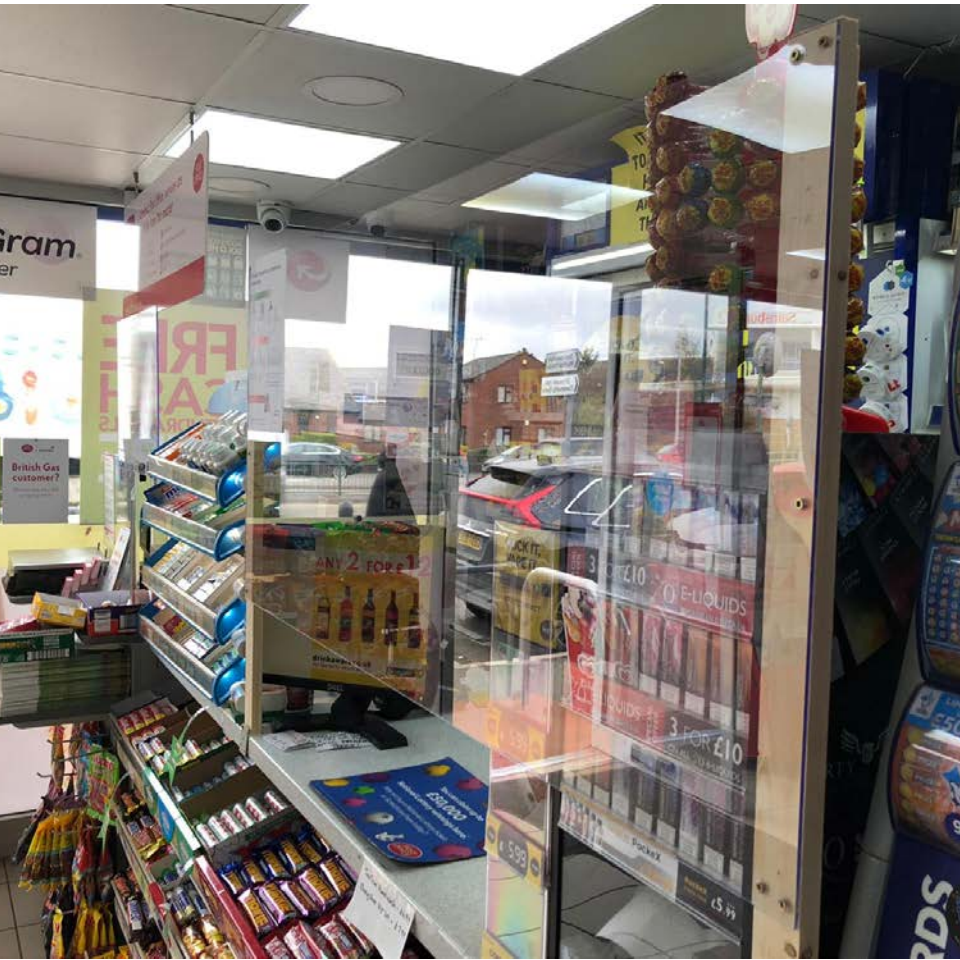
Strategic:

- Brands need to communicate meaningfully / personally
- Values and purpose become central....to be worn on your sleeve
- Use technology more to influence/ control the customer journey....before, during and after the store/ branch visit

Technology:

- Managing customer numbers (entry/exit/ in-store traffic flow)
- Pre-Book your slot
- Track'nTrace extending into full retail analytics /AI
- Voice control Vs Physical touch

The Perspex Era



Downgrading
the experience

Customer Flow Management



New behaviors

What has CV19 brought into sharper focus/ prioritized?

Operational:

- What can be done remotely should be: Review/ Purchase / Collect.....So get more sophisticated digitally and get more service orientated physically
- More single-minded role for stores/ branches: Network format variations
- Remodeling shop fronts to be service posts
- Separation of back office space from prime customer service locations - Already in practice within Food service sector

Key pillars of the new age CX and OpXat the branch / store level

Differentiation will be achieved via spaces that are designed to deliver **elevated customer experiences / meaningful encounters** that remain embedded in the hearts and minds of customers

Focus on data - Track, anticipate and serve the customer more effectively and more efficiently.....assisted by an informed and empathetic human 'touch'

.....Under more controlled conditions

- Elevation in importance of staff space
- Seamless movements between digital and physical
- Purposeful, branded environments that express and support Brand Culture - a key definer of new era CX

Thank you