



# ON-SITE SAFETY & COMPLIANCE

## A mystery shopping programme to ensure compliance with brand and safety standards

As a major provider of ongoing mystery shop and audit solutions, we recognise the challenges our clients are facing to protect their customers and employees during the COVID-19 outbreak.

Retail brands with primarily brick & mortar offerings are taking additional measures, often enforced by local municipalities, during the outbreak of COVID-19 to ensure both customers and employees have a safe, worry-free environment while in-store.

This programme ensures your physical locations are **complying with government regulations** by maintaining **social distancing**, **educating consumers** on safe shopping practices, complying with **sanitization** requirements, and managing **occupancy limits**.

By focusing on social distancing and sanitization measures, retailers can create a safe, **“consumer-confident”** retail environment and are more likely to build customer trust and loyalty.

### The Case for a “Consumer-Confident” In-Store Experience

A major retail brand is using Ipsos’ Social Distancing & Site Compliance solution to ensure social distancing measures are implemented and filled at every site.

When HOT ALERTS (failed site audits) are signaled to senior business leaders in real-time, they are able to quickly reach out to stores across the country, to make the necessary improvements; to ensure safety measures in place and keep essential business open.

These small, yet important measures are leading to **increased customer satisfaction** levels across their entire retail network.

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58% of consumers feel that grocery stores have a responsibility to combat the spread of COVID-19.<sup>1</sup> **Actions taken to build trust today will inform consumer attitudes and behaviours throughout and long after the crisis.** On the other hand, failure to adhere to health, safety, and legal standards could be detrimental to your brand and long-term relationships with consumers. Here's how Ipsos can help.

## What we measure



### Occupancy

Ensures limits are enforced, and details how queue management is deployed



### Social Distancing

Ensures in-store social distancing guidelines are clear and frequent



### Sanitization

Measures availability of hand sanitizer and wipes for customers and check-out counter sanitization between transactions



### Signage and Markers

Audits signage, placement markers, and plexiglass installations



### Employee engagement

Understands how associates interact with customers while practicing social distancing

## Key Benefits

Ensures the safety of customers and employees

Allows store management to provide proof of compliance to local municipalities and government authorities

A snapshot of compliancy across all stores/district/regions to focus on less compliant stores

## Considerations

iShopSafe™ Shoppers: Trained and certified by Ipsos to practice safe shopping protocol in the field

Shopper fulfillment of signage, hand sanitization dispenser fill/re-fill, and/or other sanitization materials

Begin audits within 48-72 hours

Report online or e-mail location results directly to stakeholders, including photos of COVID-19 protocol infractions or best practices

HOT ALERTS for critical infractions