

CONSUMER HEALTH & SAFETY CHECK-UP

Ensuring protections are in place to keep consumers safe, healthy and loyal in the social distancing economy



HEALTH
+ SAFETY
CHECK-UP
SYNDICATED



WHAT WE KNOW

As the economy and businesses continue to reopen, companies must take steps to ensure consumers feel safe when visiting their locations. With no playbook for success, most companies are struggling to understand which health and safety guidelines will have the greatest impact on consumer confidence and how these additions will improve trust, loyalty, and profits. Even more challenging is measuring how consistently front-line managers are executing the new guidelines and procedures that keep consumers and employees safe.

The stakes for getting this right are huge — with consumer tensions at an all-time high, organizations might only get one chance. Failure to deliver an experience that meets consumer standards and complies with regulations will be costly and result in eroded trust, closed locations, and long-term damage to your company's reputation.

WHAT IS THE CONSUMER HEALTH + SAFETY CHECK-UP?

The *Check-Up* is a cross-industry benchmarking study that allows businesses and consumers to monitor how effectively brands across 6 key industries are delivering on the health and safety initiatives consumers value most. The study is twofold:

Health & Safety Mystery Shop: Will focus on understanding how companies perform when it comes to health & safety measures being implemented across industries and within their own.

CX Health Monitor: Digging deeper into what Canadians expect and how their journey is changing. Capturing how the drivers of customer experience are evolving, with a focus on Health & Safety.

Ongoing waves of the Health + Safety Check-Up throughout 2020 will evolve to stay current with changing expectations and to measure how effectively companies are delivering on these new expectations.

*Source: Ipsos Canadian Health and Safety Omni, May 22-24, 2020, n=1,000

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3 in 5

Canadian consumers state that Health & Safety measures are as important as good customer service upon reopening.*

HOW WE CAN HELP

Ipsos' *Consumer Health + Safety Check-Up* determines the safety initiatives that build consumer confidence, and measures how effectively companies are meeting those needs. Insights from the *Check-Up* will empower your company to build public trust by helping you:

✓ CLARIFY

Understand what makes consumers feel safe in your locations.

↔ COMPARE

Benchmark against key competitors and discover effective cross-industry strategies.

☆ CONFIRM

Comply with guidelines to keep locations open and consumers feeling safe



WHAT WILL BE MEASURED?

- 1 Mystery Shop**
Social Distancing, Signage/Messaging, Sanitizers, Wearables, Barriers, Cleanliness
- 2 Customer Experience**
What are customers experiencing in stores, what forces drive their trust and satisfaction with a company when visiting a location?
- 3 Employee View**
How do employees feel at their workplaces as reopening occurs?

Covering the following initial industries:

- Big Box Retail
- Pharmacy
- Food & beverage
- Grocery
- Home Improvement
- Banking

WHAT IS INCLUDED IN THE CHECK-UP?

- 1 Health & Safety Shops with Site-Level Results****
(n=2025) showing your own company's location level shop results, compared to National industry scores. Provides insight on where gaps exist and where to focus. This will include a video highlight reel by industry where shoppers describe their own experience, in their own words.
- 2 Health Monitor Survey (n=2000)**
with National results by industry, competitor and region where applicable providing a deeper understanding of Canadians' changing expectations. Focus on actions to drive key business outcomes. Using the IBN driver model, analysis will identify which variables have the greatest impact on perception and performance, providing a roadmap for change.

Each wave consists of all components listed in this document. Wave 1 target launch is June 2020, Waves 2 and 3 aiming for summer 2020 however may change based on government regulations.

PRICE PER WAVE **\$39,000**

ADDITIONAL MYSTERY SHOP LOCATIONS

Can be added upon request.

HEALTH MONITOR SAMPLE BOOST – ADD YOUR COMPANY

Available upon client request.

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Available upon client request.

*Source: Ipsos Canadian Health and Safety Omni, May 22-24, 2020, n=1,000
**Location Level Raw Data will be delivered separately from the Check-Up Report

80%

of consumers will delay returning to shopping once restrictions are lifted, with 41% citing the fear of getting sick as the reason for delay.*



64%

of Canadian consumers would stop shopping at a retailer if they knew they were not taking health and safety seriously.*



1 in 4

consumers don't trust any industries for their cleanliness and safety protocols.*



HOW DO I PURCHASE THE CHECK-UP?

Contact us to learn more about the study and how Ipsos can help your brand succeed in the 6 ft Social Distancing economy.

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