A Safe Return

As workplaces reopen, **remote temperature screening kiosks** hold the answer to new safety and privacy concerns.

PLUS

The Evolution of Video Game Displays

Five Reasons Why Your Restaurant Needs Self-Service Kiosks

SERIES: Common Challenges When Planning a Visual Merchandising Campaign (And Their Solutions)
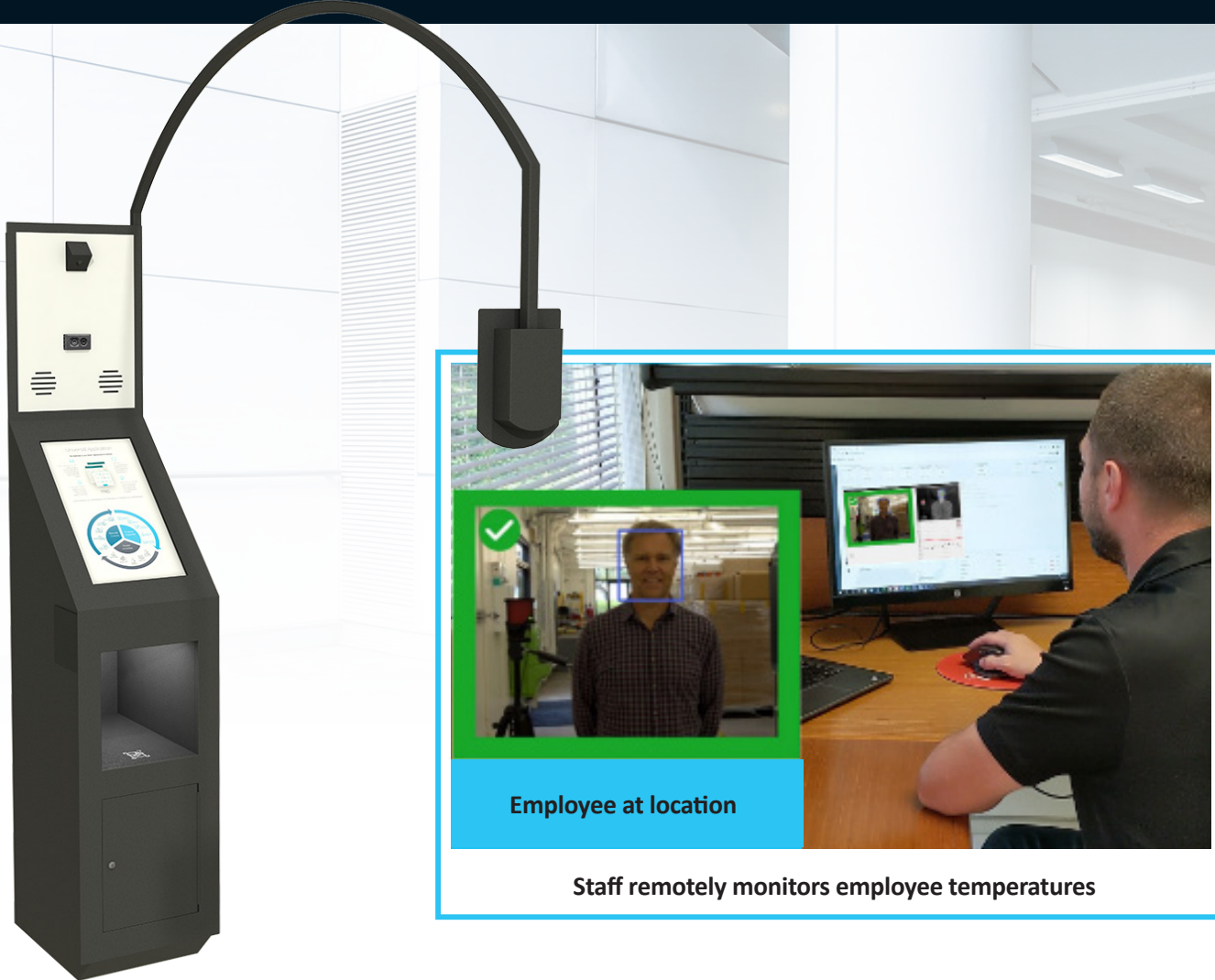### Securing Buy-In from Box Stores

The best of in-store merchandising, interactive kiosks and store fixtures for brands and retailers nationwide

Remote Temperature Screening Kiosk

Introducing the **full-service solution** to a growing demand for **remote temperature screening**.

Using **remote engagement technology** and **thermal imaging cameras**, employee temperature checks can be easily monitored offsite with minimal disruption and an emphasis on privacy and safety.

Employee at location

Staff remotely monitors employee temperatures

Integrate your daily associate check-ins with a simultaneous temperature reading.

Monitor at remote command center

Protect employee privacy with results only seen by agent

Reduce labor costs linked to on-site staffing

IN THIS ISSUE

5 BENEFITS OF REMOTE TEMPERATURE SCREENING KIOSKS

Katie Kochelek, Marketing Specialist | Frank Mayer and Associates, Inc.

As states begin easing COVID-19-related business restrictions, many companies have been careful to enact strategies that allow a safe return to operations.

Unsurprisingly, many are looking to fever detection systems as a first step to help flag associates who are running a temperature and are at risk of bringing an illness into the workplace.

These detection devices can range from handheld scanners to self-service kiosks, but the most beneficial system to employers is a remote temperature screening kiosk that allows an agent to monitor employee temperatures from an offsite location. Read more about the advantages of remote temperature detection.

An agent can monitor employee temperatures from an offsite location.

1 EMPLOYEE HEALTH PRIVACY

Many regulations exist regarding workplace temperature screening, which is classified as a type of medical examination. As a result of the pandemic, however, the U.S. Equal Employment Opportunity Commission (EEOC) has relaxed some guidelines to allow employers to measure an employee's temperature to prevent a potential workplace outbreak.

With these reduced restrictions, though, comes an increased focus on employee privacy. How can employers capture information while still abiding by confidentiality requirements? Further, how can employees who scan positive for a fever maintain discretion to avoid social stigma.

Current solutions like kiosk stations risk a line full of employees seeing a fever indicator alert pop onscreen during a colleague's testing. Handheld scanners aren't much better when the examiner must relay the information to the person being tested.

Fortunately, remote temperature screening kiosks provide the solution to protect employee privacy since they are manned by an individual offsite who reads the results. Software providers can work with different employers to establish a process to alert the employee without risking a breach in confidentiality. Options include text messages or push notifications to a phone, alerts to an employee's email, and more.

2 CONVENIENCE FOR LARGE CORPORATIONS

Remote temperature screening is especially beneficial to companies with multiple locations. Assessing temperatures at each site with handheld scanners or scanning stations is a costly process, involving expensive labor with a minimum hourly requirement. These routes also open the door to different standards or processes performed at each, leading to potential inaccuracies.

Having a centralized hub to oversee operations can ensure convenience and consistency as well as quickly flag any locations that might pose a possible threat for an outbreak based on the number of positive test results.

3 EMPLOYEE AND STAFF SAFETY

Current social distance recommendations encourage people to stay six feet apart. Handheld scanners do not allow employees and temperature-takers to abide by this rule, thus increasing the risk of spreading illness.

In addition, self-service kiosks have been a growing option for temperature screening, however employers put the responsibility on employees to observe the rules if a fever is detected. They also give the impression that employers are taking a "hands-off" approach to monitoring important vitals.

With remote temperature screening kiosks, employees can quickly step between the kiosk and the thermal imaging camera without having to interact with a person or touch a screen. Within seconds, the reader can take the person's temperature, and he or she is done. And while these kiosks grant the ease of self-service, they're still supervised by staff who can identify fevers and alert the employees.

A LESS EXPENSIVE OPTION

Dedicating staff or contracting a service to monitor temperatures with handheld thermal guns or thermal imaging stations can be a costly endeavor, often times requiring a level of medical training for current employees or a minimum number of commissioned hours through a service.

Remote temperature screening kiosks eliminate the need for extra staffing costs, allowing HR personnel or other dedicated agents to screen multiple locations from one place.

4

5 LONG TERM BENEFITS

Currently, Frank Mayer and Associates, Inc. partners with employee engagement software provider Agile Force to offer remote temperature screening kiosks that go beyond just temperature monitoring. The remote engagement software allows Human Resources departments and staffing agencies to monitor shift changes, greet new hires, connect employees to departments like HR, payroll, or telemedicine, interview job candidates, and much more.

Not only does this help companies get more immediate use out of a kiosk investment, but it also extends the utility of the kiosks long after the need for temperature reading has passed.

The COVID-19 pandemic has required companies to map out unique strategies to bring back staff while preserving safety in the workplace. With numerous fever detection options in the field, companies will realize the greatest benefits when employing remote temperature screening kiosks. «

THE EVOLUTION OF VIDEO GAME DISPLAYS

Katie Kochelek, Marketing Specialist | Frank Mayer and Associates, Inc.

We could all take a lesson in enthusiasm from the gamer community. They're nothing if not passionate about their favorite consoles, the year's most anticipated games, and how to build a remarkably efficient Mario Kart (ok, that last one might just be me).

Not surprisingly, with such a loyal demographic comes spending power: $43.4 billion to be exact. Hence, gaming companies have long been mindful of how best to delight their customers and woo new devotees, and their video game retail display programs are evidence of that expertise.

From the very beginning, video game displays have employed interactive features to engage targeted consumers. Today's displays still offer tactile capabilities, but new technology and unique path-to-purchase strategies means tomorrow's displays will ramp up the customer experience further.

Read on to wax nostalgic over the gaming displays of old and discover the exciting trends to come for the future of video game retail displays.

The Early Days of Video Game Retail Display Programs

While simple programs played on 1950s computers can technically be credited as the first ever video games, it's largely recognized that the Atari 2600 (or the Atari VCS as it was originally called) put the home video game console on the public's radar. What was once reserved for arcades was now available to be played by the masses in front of their own televisions.

And with its release, the company needed a way to showcase this novel invention to the public while educating curious consumers on how to use the system. And how do you sell a system nobody's experienced yet?

You get your potential customers' hands on the device.

The first Atari displays did just that with digital merchandisers. The arcade crowd was accustomed to interaction, so allowing them to demo the console and games on a monitor next to the merchandise felt like familiar territory. Other video game brand names like Coleco and Mattel Electronics also followed suit with similar display types for their handheld electronics.

After the video game crash of 1983, the "second generation" of video gaming began, with Nintendo quickly becoming a household name soon after.
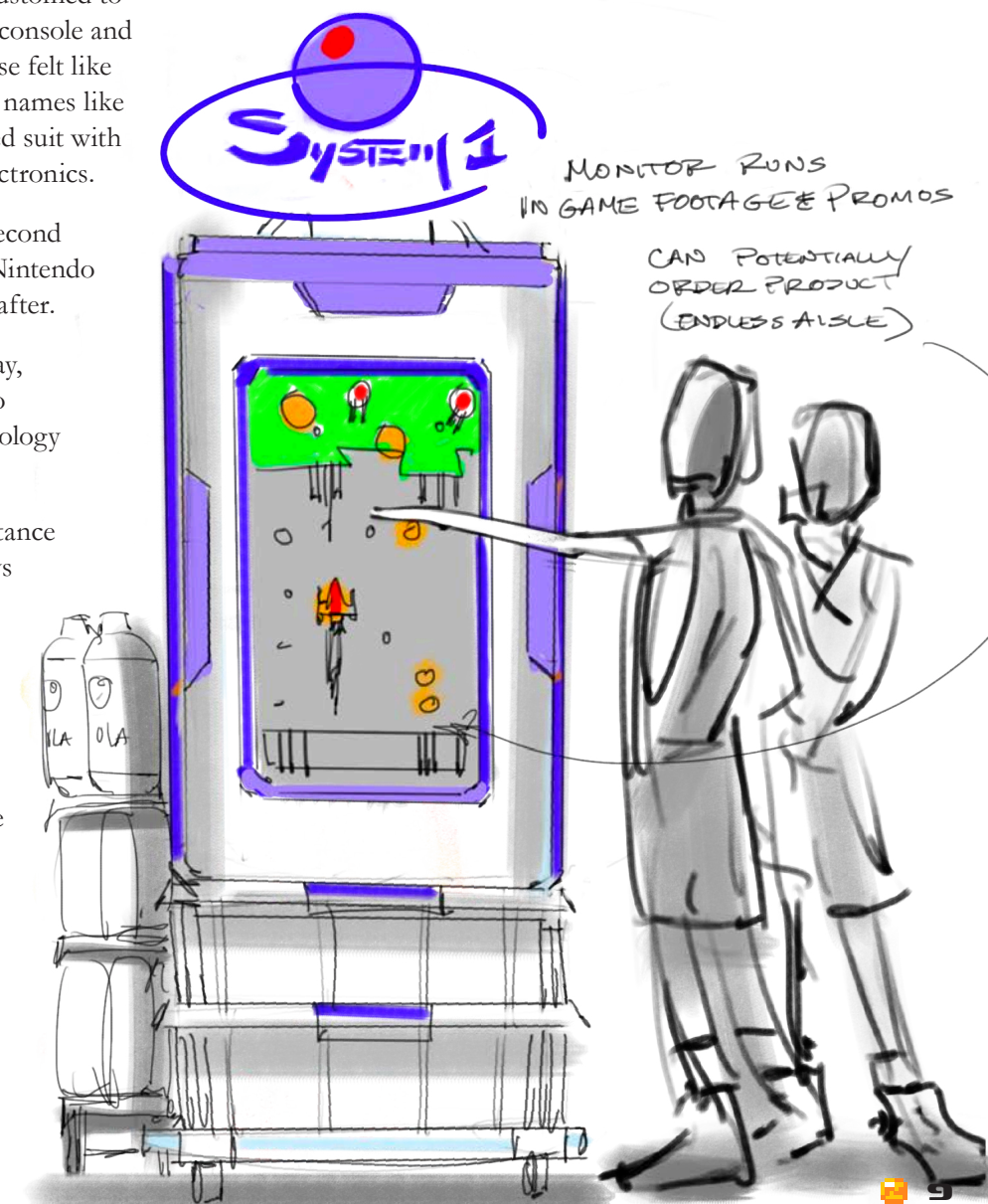
Similar to the earlier brands that led the way, Nintendo's retail marketing campaigns also utilized merchandising displays with technology to show off the latest games and systems.
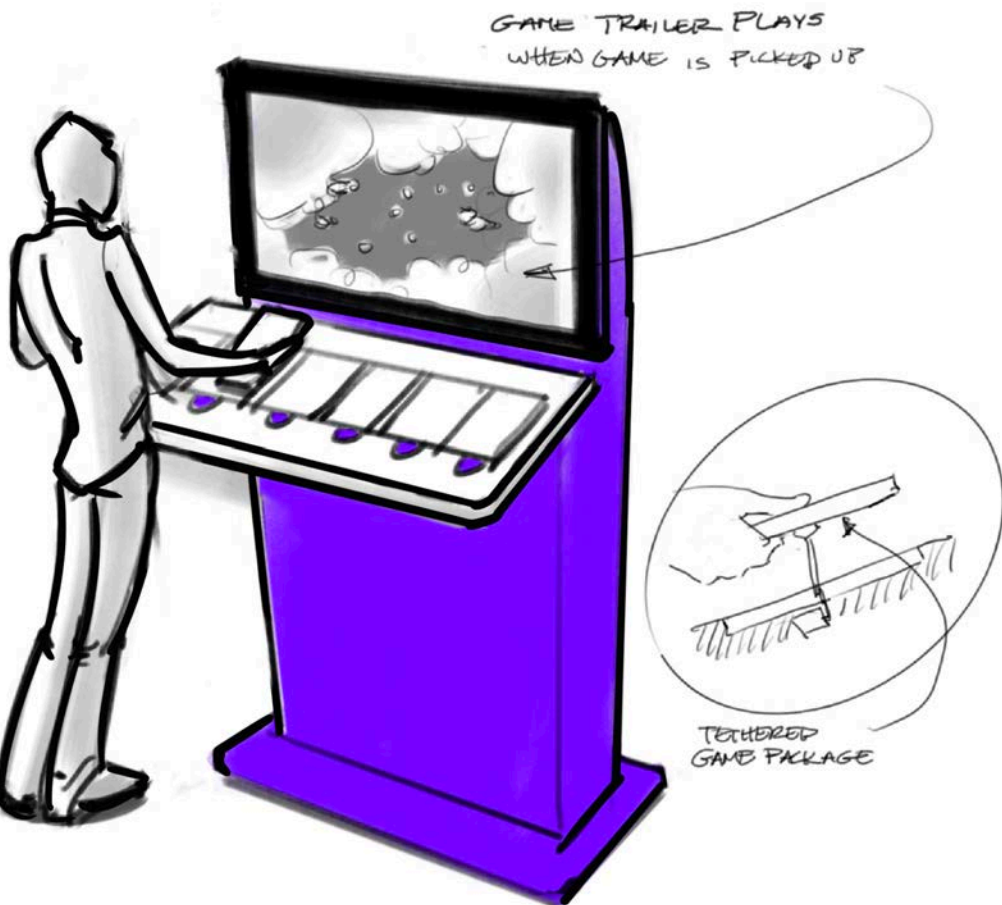
The video game company knew the importance of grabbing attention using end cap displays with interactive demonstrations while merchandising its games and accessories nearby, and the company continued to be revolutionary thinkers through the years, employing shop-in-shop programs for The World of Nintendo and establishing Wii U pop-up stations at mall locations across the country.

Video game console companies like Microsoft and Sony also designed unique digital merchandising displays to demonstrate their consoles and showcase the latest games to eager consumers. These same gaming companies, along with Nintendo, were also eager to create demo stations for users to test at big box stores like Walmart, where they competed against each other to win the consumers' dollars.

From the Atari days until now, the common thread between all gaming companies and their in-store video game retail displays has been the concept of interaction. But after more than 40 years, can these companies improve even further on engaging their target audiences? In a word, yes.

System 1

MONITOR RUNS IN GAME FOOTAGE & PROMOS

CAN POTENTIALLY ORDER PRODUCT (ENDLESS AISLE)

Raising the Interactive Bar for Today's Gaming Customers

Emerging technological trends and innovative merchandising strategies have presented new opportunities for video game brands to uniquely position their products in front of the gaming audience of today – and tomorrow.

Here we've compiled engaging concepts tailored to deliver a fresh experience to current target customers as well as future brand loyalists.

Interactive Kiosks

Self-service technology empowers the shopper throughout the buying process, encouraging self-education and providing brands with another sales avenue through endless aisle opportunities. And while self-service kiosks aren't necessarily a new tool in the retail space, how brands utilize the technology can be.

Currently, streaming services like Twitch, Mixer and YouTube Gaming serve millions of enthusiasts with videos that allow them to uncover tricks, shortcuts, and how-to directions for specific games and levels. These platforms are familiar territory to gamers who are serious about their play and fine-tuning their skills.

What if interactive kiosks brought this same experience to the stores, offering consumers a chance to go beyond the typical game trailer, and to instead discover brand-controlled content by video game manufacturers showing a deeper look at a game? Not only is this type of exploration exciting to serious gamers, but it allows brands to dive further into providing an omnichannel experience in stores.

Additionally, cross-selling technology in kiosks can also suggest games or product based on a user's interests while allowing the customer to purchase immediately through the kiosk if the merchandise isn't sold in-store.

Lift-and-Learn Technology

Lift-and-learn technology gives customers a fully interactive experience by employing Radio Frequency Identification (RFID) that allows video or detailed product information to populate a screen behind chosen products on a digital merchandising display.

Gamers can select a game off the shelf and its trailer automatically demos on a large monitor nearby. Smart sensors recognize which game is selected and can showcase a wide variety of other features, too, such as game information, pricing, and reviews.

Customer engagement has long been tied to increased sales and brand loyalty, so video game companies employing this RFID technology in stores can reap these advantages while delighting their audience.
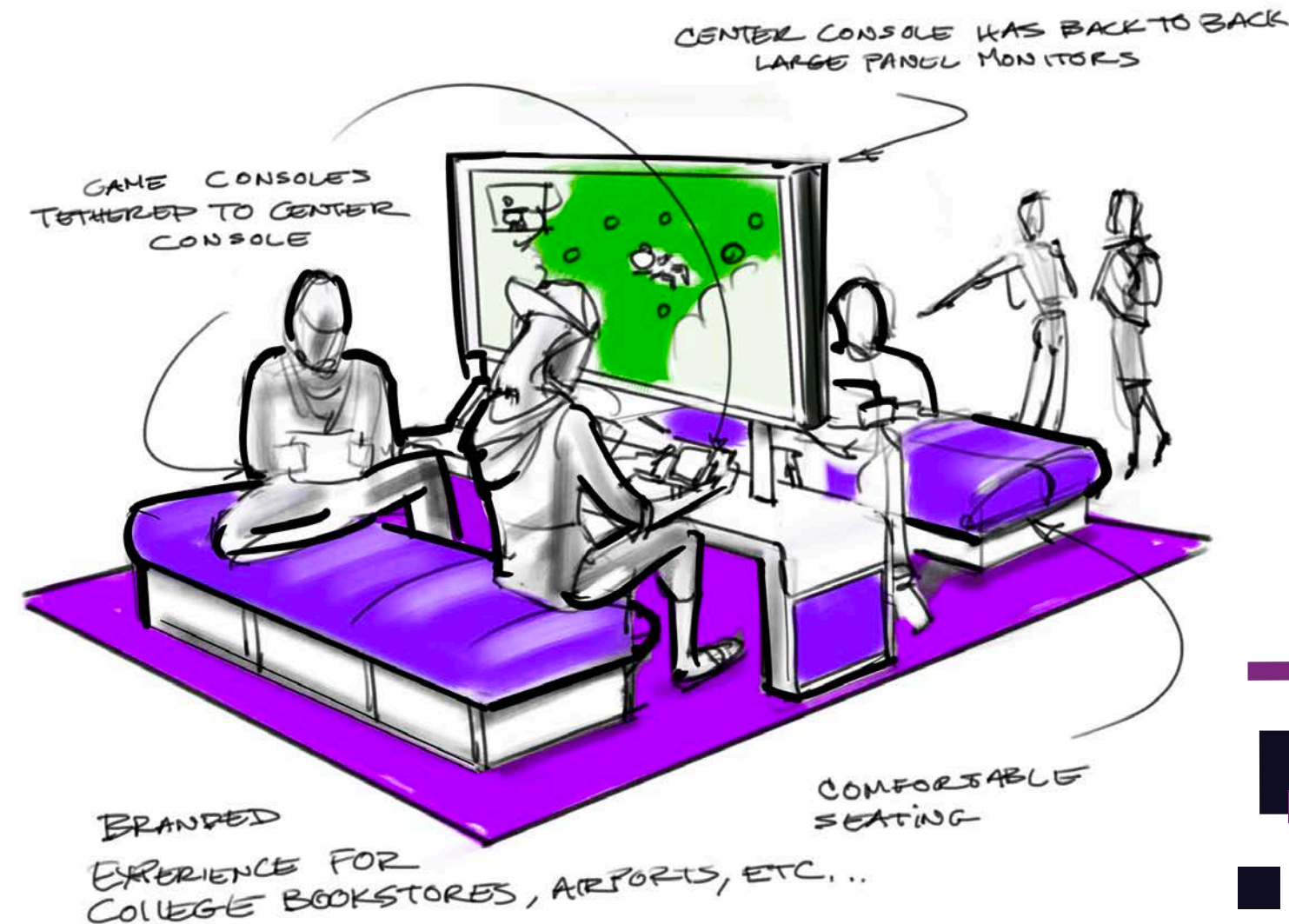
Alternative Markets

Today, customers expect experiential shopping to meet them where they are. That means entertaining experiences are popping up in nontraditional, but convenient places.

Like the video game discovery stations of the past that took advantage of the significant foot traffic of malls, new relationships with unique places like airports, on college campuses, or through pop-up stations in big box stores can engage this same type of attentive audience.

Adding shop-in-shops or interactive kiosks to a brand's CX strategy playbook means brands can reach captive consumers and serve endless aisle options at largely accessible places.

Conclusion

The original video game retail displays were ahead of the curve, making use of the technology of the time to engage users at retail. As brands continue to find avenues to set their products apart from the competition, expect to see more cutting edge technology to find its way onto video game retail displays and in front of excited store customers. «

GAME TRAILER PLAYS WHEN GAME IS PICKED UP

TETHERED GAME PACKAGE

CENTER CONSOLE HAS BACK TO BACK LARGE PANEL MONITORS

GAME CONSOLES TETHERED TO CENTER CONSOLE

COMFORTABLE SEATING

BRANDED EXPERIENCE FOR COLLEGE BOOKSTORES, AIRPORTS, ETC...

Five Reasons Why Your Restaurant Needs Self-Service Kiosks

Ishanya Narang | GRUBBRR

Eating out is a common feature of our social and personal lives. Everything from dates to important client meetings often happens at a restaurant, yet, there have been minimal changes to the way in which we obtain our food. Customers are changing and so are their habits, but because of the lack of a better alternative, clients continue to experience the hassles of waiting in line to order their food and dealing with incorrect orders. Lines, waiting, delays, and other inadequacies have become a routine part of the restaurant experience. Luckily, the perfect solution to this problem already exists — self-service kiosks.

What is a Self-Service Kiosk?

A self-service kiosk is a device that allows the user to complete a task or activity via a machine and without the need for human assistance. In restaurants, customers can use self-service kiosks to place their orders and make payments. With perks like shorter lines and streamlined order management, this new and improved way of ordering is guaranteed to make the restaurant experience more efficient for customers, restaurant owners, and restaurant employees.

Why Do We Need Self-Service Kiosks?

Here are 5 reasons why your business needs self-service kiosks:

Coronavirus Concerns

At a time when everything has changed because of the current pandemic, COVID-19 has impacted customer-restaurant relationships as well by creating new uncertainties and barriers in terms of restaurant accessibility.

Moreover, government–sanctioned social distancing policies have changed how we order and eat. Most restaurants are extensively utilizing online ordering and contactless delivery to minimize the spread of the virus.

Now more than ever, the need for reducing human contact is being realized, and this could be the perfect opportunity for restaurants to revolutionize the way customers interact with restaurants.

By ushering in self-service kiosks, restaurants will give clients a sense of comfort and safety in knowing that they can receive their food with minimal human interaction.

Less Waiting for Customers

Self-service kiosks have shown to shorten and even eliminate lines. Reduced wait times ensure that customers get their food as quickly as possible. A convenient and user-friendly online ordering experience lets your clients seamlessly order their food.

Less Anxiety for Customers

Since using self-service kiosks shortens lines, customers are able to get to their orders quicker, and without any lines behind them, they are able to focus more on what they want to order instead of worrying about holding up the line.

Fewer Inaccuracies and Inconsistencies in Ordering

When customers enter their orders directly into the system, there are fewer chances of error. With the removal of the cashier as an intermediary, the order goes directly from the customer to the kitchen, so the chances of any miscommunication are minimized. Self-service kiosks along with other business automation technology have the capacity to provide an in-sync way for restaurant employees to manage customers, orders, and payments in one place.

Increase Revenue by Upselling

The freedom that self-ordering provides directly correlates with increased revenue. Automated upselling via self-service kiosks is shown to increase revenue by 12-22%. Algorithmically calculated suggestions during the ordering process give your customers that final push they need to add items to their order that they were previously on the fence about.
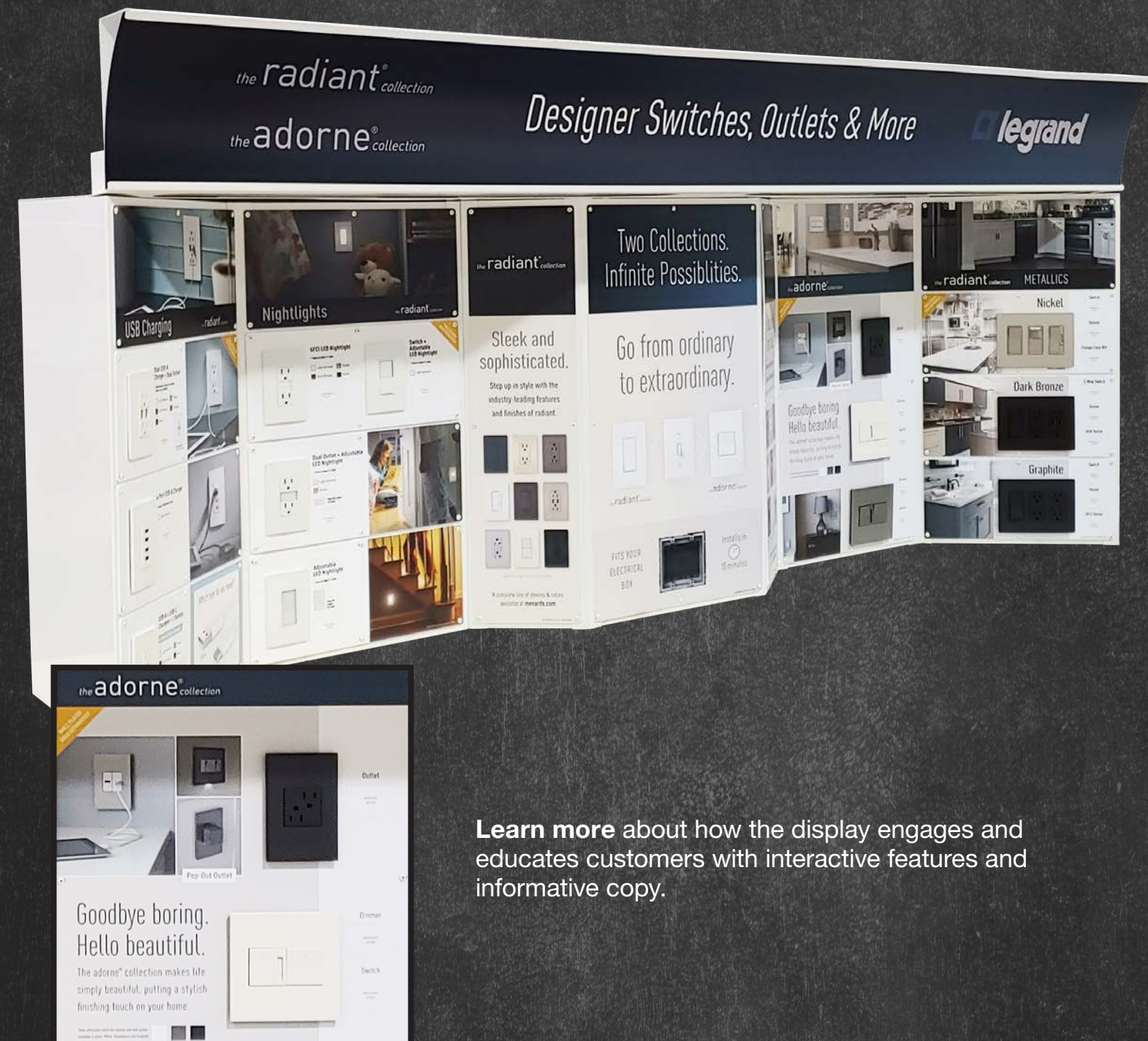
Self-service kiosks can completely revolutionize the restaurant experience. By providing comfort and ease of access, self-service kiosks ensure maximum efficiency for customers and restaurants alike. «

About GRUBBRR™

With GRUBBRR™, we are enabling businesses of every size to join the future of the restaurant industry, today! GRUBBRR™ makes the perfect self-service kiosk point of sale system for any business looking to optimize their business operations. The system is suitable for many kinds of business types such as restaurants, retail stores, stadiums, movie theaters, concerts, food trucks, and hospitals. GRUBBRR™ promises quick configuration and easy setup, 24-hour support and an experience that customers will enjoy returning to time and time again. Visit GRUBBRR.com to schedule a demo today!

FEATURED DISPLAY

Collections by Legrand Display

Menards asked **Legrand** to create a fresh display for the home improvement store's electrical aisle. 8' and 12' options use simple modular panels that include merchandise from the manufacturer's adorne and radiant collections, showcasing products like USB charging outlets, nightlights, sensors, dimmers, timers, and fan controls.

Learn more about how the display engages and educates customers with interactive features and informative copy.

Securing Buy-In From Box Stores

Katie Kochelek, Marketing Specialist | Frank Mayer and Associates, Inc.

This is the third article in a four-article series in which we address common pain points clients face while planning a visual merchandising campaign as well as multiple solutions to address these challenges. Look for the next article, "*Short Lead Times and Other Special Circumstances*" in our 2020 Fall Issue, or read last issue's article "*Planning the Ultimate Path-to-Purchase*" here.

Big box stores provide brands with significant visibility thanks to large crowds and convenient locations, making them key channels for companies to promote product awareness and elicit sales with visual merchandising.

However, because of the sheer size of the corporations, securing display space often equates to challenges when navigating each box store's requirements, capabilities and, most importantly, willingness to commit.

Original equipment manufacturers (OEMs) must not only concept visual merchandising displays to meet their own objectives, but they need to consider the appeal of a program to box stores who often have final word on if a display will be placed in their locations.

Partnering with an experienced point of purchase (POP) company that has done extensive work helping brands secure buy-in from box stores can be the difference in rolling out a successful program. Here we detail solutions to help OEMs feel equipped when proposing in-store merchandising programs to these bigger stores.

Arm Yourself With Info

Every box store is going to have different specifications regarding their store fixtures, gondola types and warehouse racking systems, along with material requirements, power availability, UL prerequisites, and more. Before beginning a project, make sure you're clear on the conditions unique to each store.

Dave King, Senior Vice President of Frank Mayer and Associates, Inc., recommends partnering with a point-of-purchase company that has experience working with big chains.

"Knowing the details of what structures exist in-store can help get the program off to a smooth start. It's why good merchandising display companies stay current with store configurations and fixtures," he says. "Racking systems in The Home Depot are different from Lowe's, which are different from those in Menards."

Navigating brand designs with box store stipulations is a delicate balance, often requiring even more consideration when special circumstances arise.

"Sometimes you are working on a project that's being installed across different retailers, so if these stores have different fixtures, you need to be mindful about incorporating that into your engineering and pricing," King states.

Regardless of particulars, starting a program off on the right foot by knowing a retailer's crucial details will ensure OEMs don't fight delays and will show they've done their due diligence when planning a merchandising display campaign for that specific retailer.

Set the Scene with Foam Core

As impressive as design renderings can be on paper, there's nothing like turning a proposed concept into a physical reality to help retailers truly visualize a display. Enter foam core, a sturdy material used to construct a true-to-scale display based on design dimensions.

The size of a display can often be hard to envision when it's only numbers on paper, so foam core mock-ups are excellent tools to showcase a display's scale, shape, and graphics.

Additionally, foam core displays can be constructed quickly and are relatively inexpensive to fabricate and ship. It's even possible to marry materials like plexiglass with foam core to create a better representation of the final design.

Not only does investing in a foam core presentation help sell the visuals to a prospective retailer, but it can serve as an early chance to get critical feedback before going to final designs and prototypes.

"Getting good information earlier in the process can help to make the final prototype presentation much more successful," King emphasizes.

The Appeal of Versatility

Building changeability into a visual merchandising display is an advantage OEMs can speak to when selling box stores, since versatility can expand the life span of a fixture.

Different ways to build in flexibility include the ability to swap out products, change graphics, or even replace accent pieces, like color or type of material, to adapt to multiple store formats.

Make it simple for retailers to see the extended lifecycle of a display and provide easy ways they can keep the merchandisers stocked with new products and current with changing seasons and trends.

Keep Informed of ADA Guidelines

Recently, some brands and retailers have been in hot water over failing to meet Americans with Disabilities Act (ADA) guidelines when it comes to their kiosks and websites. While the conversation is sometimes less prevalent when it comes to merchandisers, King argues it shouldn't be.

"It's refreshing to work with OEMs and retailers that appreciate ADA conditions," he says. "Things like braille requirements have become a more frequent conversation, and I think we'll likely see more discussion surrounding ADA requirements as more lawsuits make headlines."

Designing a display equipped for people with disabilities positions the OEM as being conscientious of a retailer's entire audience and can help protect both the brand and retailer from any potential legal problems.

Employ Your POP Representative's Help

Nobody knows the ins and outs of merchandising displays quite like a point of purchase display company. Who better, then, to accompany an OEM company on an initial visit with the box store client?

"If we have a relationship with our client, accompanying the kick-off meeting could be beneficial," King says. "Attending the first discussion and then subsequent design review meetings would assist the process as we can be there to support the client as well as answer very specific questions for the end user."

Having all resources at an OEM's disposal during conversations with a retailer means the store can get immediate answers about the display that would have otherwise needed to be relayed back to the POP company through the client. A representative's presence can keep projects moving and eliminate miscommunications.

Conclusion

Brands can make the process of committing to a merchandising display easy for a box store by recognizing their friction points, minding their restrictions, and helping them visualize the look and benefits of a display in their store.
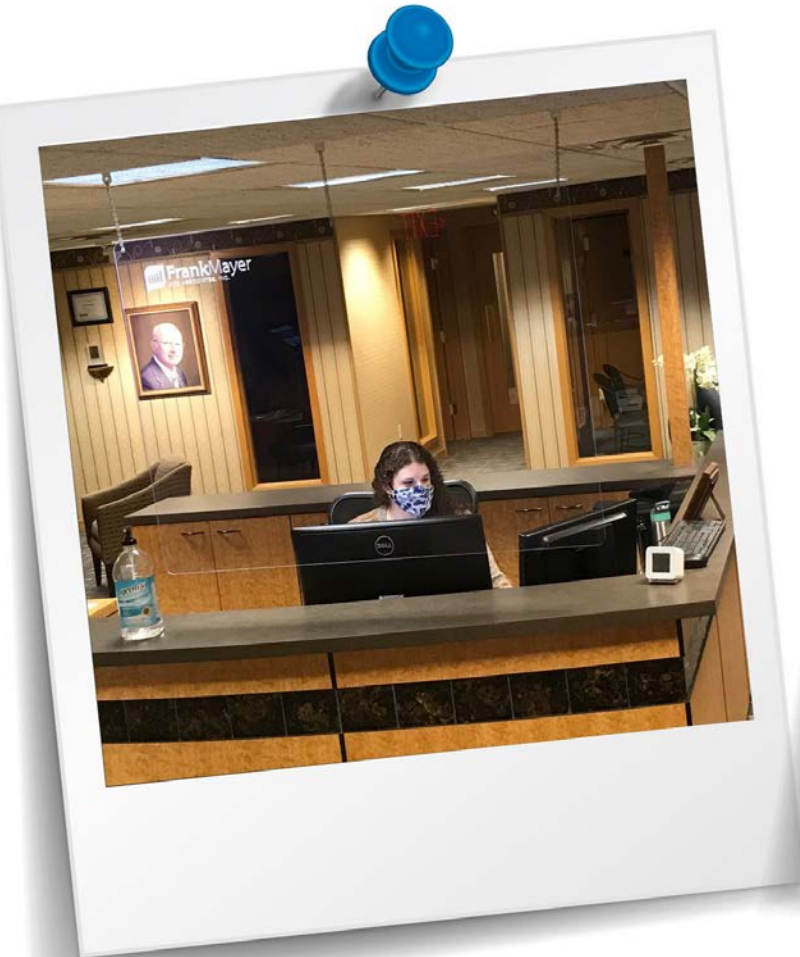
Did you enjoy the read? Take a look at examples of successful visual merchandising displays we've executed with well-known brands and retailers. «

WORKING WITH FMA

As a company built on change, we recognize the world and how it communicates is changing, too.

That's why we want to keep you abreast of our most up-to-date business procedures and communication methods as well as the retail technologies we're researching every day.

Communication Lines Always Open

While Wisconsin's Safer at Home directive has been lifted, we know not all guests feel comfortable traveling for a visit. To ensure clients feel well-informed on how their projects are progressing, we utilize a variety of communication tools, such as Microsoft Teams and WebEx meetings, to stay in touch.
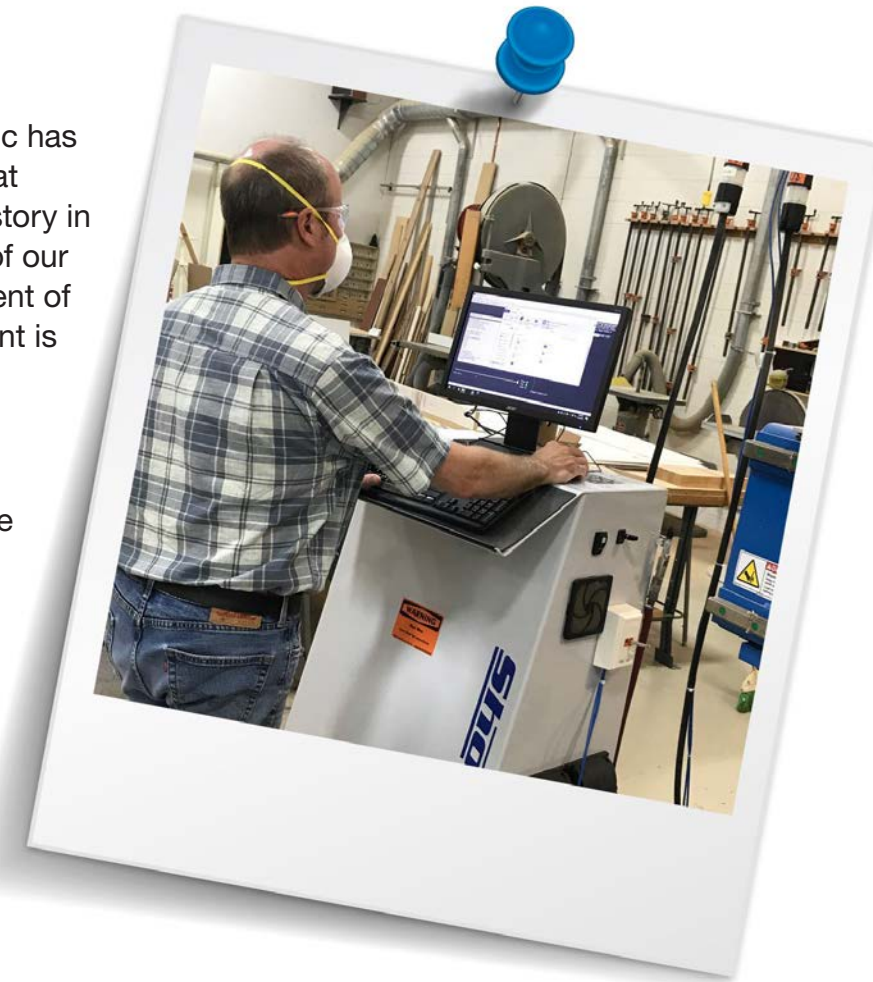
Please contact your account executive or Frank Mayer and Associates, Inc. associate to discuss your preferred method to correspond.

What to Expect When Visiting

Our 80,000-square-foot headquarters, located in the metro-Milwaukee area, is home to our executive, marketing, design, engineering, production, estimating, and model shop departments. To ensure the safety of our staff and visitors, we've enacted the following procedures:

» The associate you are visiting will coordinate a meeting time with you and will greet you in our lobby.

» If you have had any symptoms of illness, we politely ask that you refrain from a personal visit, and instead join us on a virtual meeting.

» Please adhere to social distancing guidelines.

» Hand sanitizer stations are set up throughout our building for your convenience.
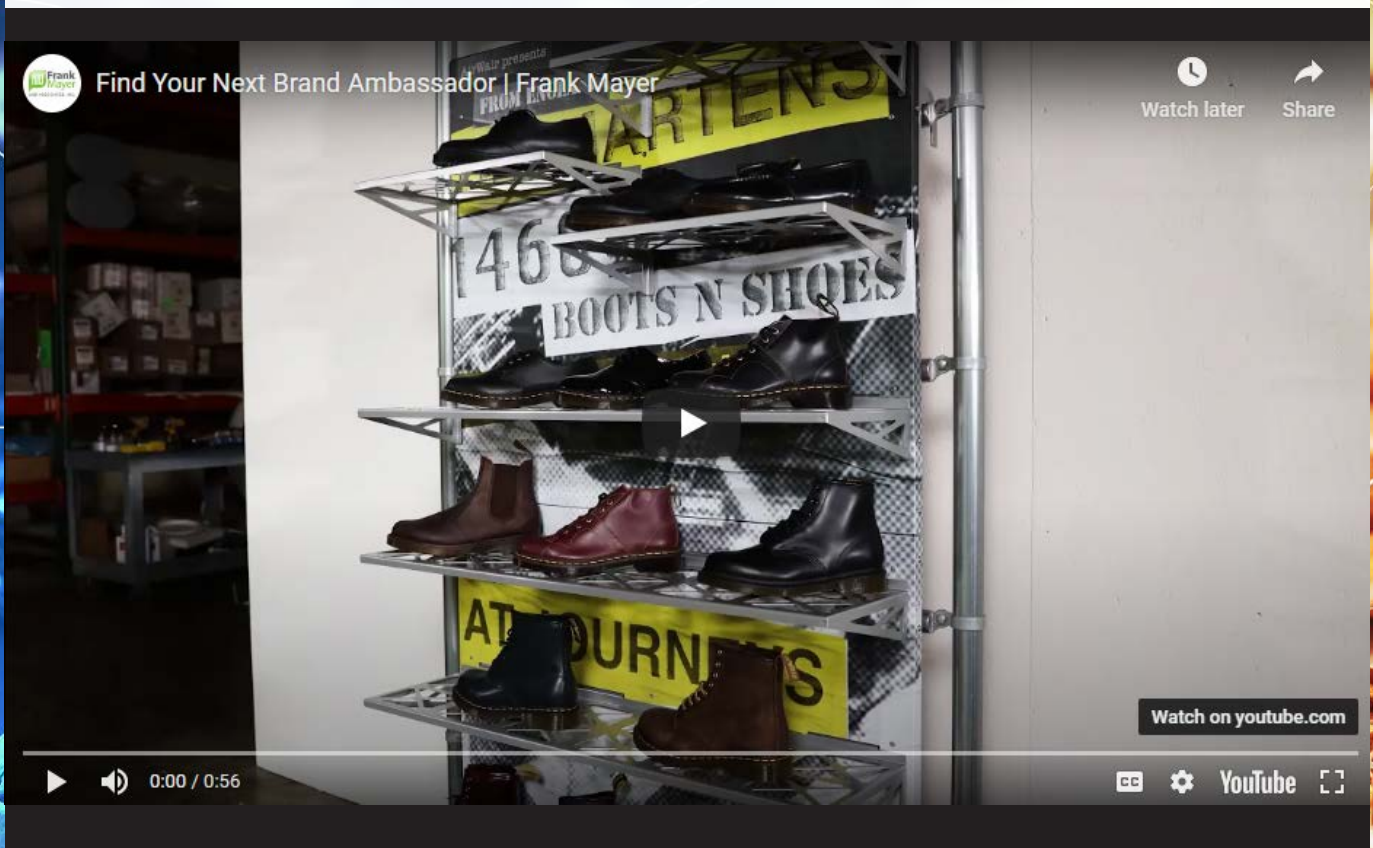
An Eye on the Future

Retail is changing, and the current pandemic has sped up technology and design features that prioritize safety for customers. Our long history in the point of purchase industry is evidence of our successful agility as well as our embracement of novel ideas and strategies. This commitment is more important now than ever.

Our technology and creative departments are always researching the latest tools and designs to ensure our company can provide clients with solutions to their objectives – whether it be a desire for a contactless customer experience, a need for kiosk sanitizing solutions, or more.

Contact us with your goals, and we'll find the innovative means to meet them.

We are reinventing the customer connection through innovative retail displays, kiosks and shop-in-shop programs.

So, here's to your future brand ambassadors.
And here's to helping you meet them.