



THE ROLE OF RETAIL
DISPLAYS DURING THE
PANDEMIC AND BEYOND

PLUS

- » **Workplace Temperature Kiosks**
- » **Can Self-Service Kiosks Reinvent Retail?**
- » ***SERIES: Common Challenges When Planning a Visual Merchandising Campaign (And Their Solutions)***
Short Lead Times and Other Special Circumstances

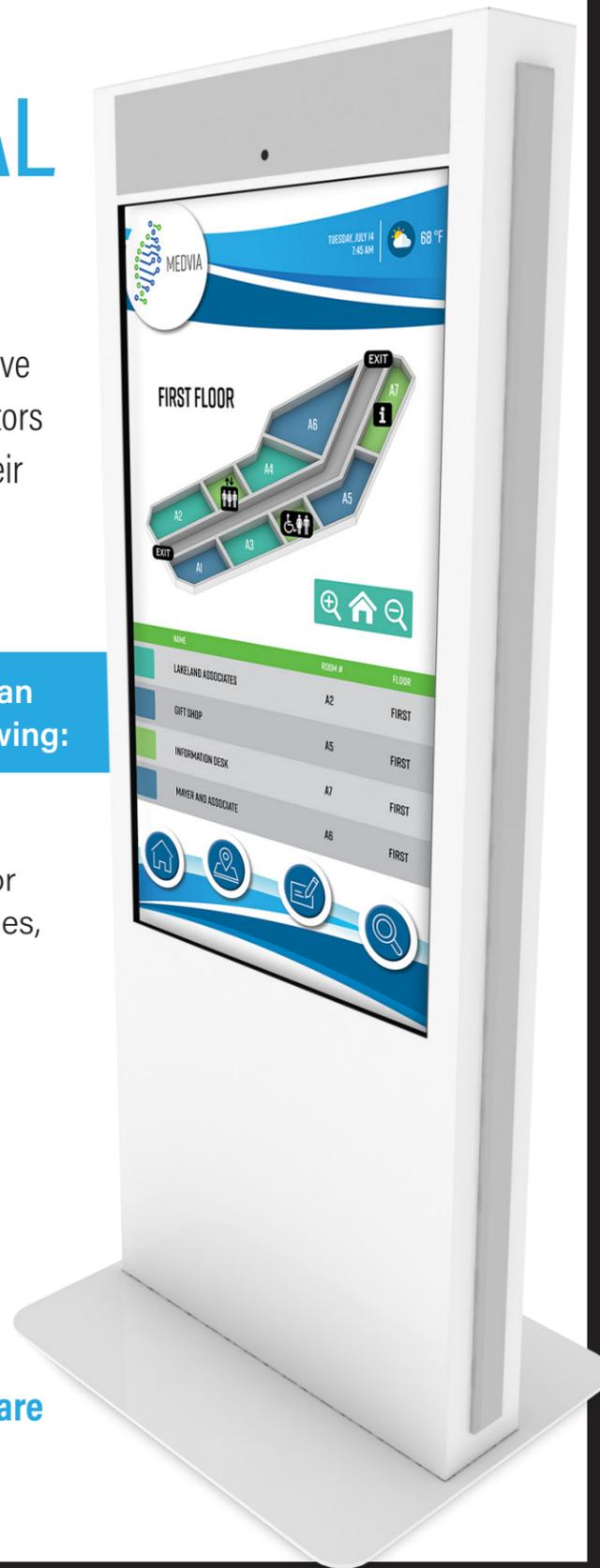
WAYFINDING DIGITAL DIRECTORY KIOSK

Replace menu boards or information desks with interactive healthcare wayfinding kiosks, and offer patients and visitors the option to quickly look up a doctor's office or make their way around a hospital campus.

Digital directory kiosks offer many benefits and can provide assistance to users by providing the following:

- ✓ A search option that replaces time-consuming menu board alphabetical lists, and offers patients or visitors more robust search choices for doctor names, departments, or medical groups
- ✓ A visual map to guide guests to the intended destination versus providing only an office number
- ✓ A way to cut back on staff hours manning an information desk
- ✓ Opportunity to offer healthcare facility branding or promotional messaging in a sleek way

Learn more at: frankmayer.com/industries/healthcare



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SERIES: Common Challenges When Planning a Visual Merchandising Campaign (And Their Solutions)

The fourth and final installment of our series addresses short lead times and other special circumstances that arise when planning merchandising programs.

Frank Mayer and Associates, Inc. is a leader in the development of in-store merchandising displays, interactive kiosks, and store fixtures for brands and retailers nationwide. The company helps retailers and brands utilize the latest display solutions and technologies to create engaging customer experiences.

Visit www.frankmayer.com for more information.

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THE ROLE OF RETAIL DISPLAYS DURING THE PANDEMIC AND BEYOND

Cheryl Lesniak, Integrated Marketing Manager | Frank Mayer and Associates, Inc.

This year's pandemic has altered everything from the way we work to the way we shop. Because of this, the retail industry has had to adapt to ensure customers not only feel comfortable entering a store, but that retailers can also execute protocols like social distancing while continuing to make sales.

With COVID-19 heavily impacting retail and the way consumers shop, we break down how retail displays are playing a crucial role during the pandemic as well as how this period will influence display design in the future.

WORKING HARDER TO GENERATE SALES

A recent article on BBC.com entitled, "How Covid-19 will change our shopping habits," cites a 2019 study by online merchandising company First Insight about the spending habits of consumers in stores versus online. According to the report that surveyed more than 1,000 US shoppers, "54 percent of consumers spend upwards

of \$50 online – but that rises to 71 percent when shopping in stores."

The article continues, "The same report also showed a stark increase in impulse buying when shopping in a physical store."

This increase in spending can be directly attributed to browsing – something that has taken a hit during the pandemic as shoppers cut back on the length of time they spend in stores. In fact, as this Forbes article states, stores with capacity restrictions are no longer maximizing dwell time as they try to make room for more customers to enter.

Because of the decrease in dwell time, retail displays will need to work harder to convert shoppers into buyers. This means instead of encouraging discovery of multiple items, brands should consider promoting less SKUs on a display, but with more focused marketing for the items

or category of products. Consumers will more easily be able to quickly scan goods versus spending time differentiating between multiple items.

In a time when browsing is limited, smart merchandising displays will continue to highlight products to the public that may otherwise be missed on the shelves.

RETAIL DISPLAYS AS INFORMATION HUB SPOTS

Not only is browsing time affected by store capacity restrictions and customers' comfort levels, but we've learned shoppers are less likely to flag store employees for in-store conversations during the pandemic.

Consequently, it's important that store displays are filling the role of information source when employees can't be. When designing a merchandising program, brands and retailers should focus on creating a display that

succinctly answers any questions a shopper might have.

There are many options to consider to accomplish this. A simple idea includes having dummy product available on the display so customers can inspect items up close.

Other examples involve retail technology like video loops or QR codes to deliver a brand message concisely or direct a customer to more information about a product.

However a brand or retailer chooses to target their message to customers, it's imperative they recognize what questions will ultimately need answering when customers approach their product display.

SIMPLIFYING DISPLAY DESIGN

To prevent COVID-19 spread, the Centers for Disease Control and Prevention (CDC) is encouraging people to



avoid close contact. Thus, retailers are requiring more space so patrons can remain socially distant while in store.

As a result, present merchandising displays are bound to stricter footprint guidelines so stores can still accommodate as many shoppers as possible while maintaining the extra space needed to do so safely. When planning a current display program, brands would be wise to keep displays easy to erect and tear down as well as more compact to safeguard social distancing practices.

STORE MERCHANDISING DISPLAYS OF THE FUTURE

Not only are displays proving their importance during the pandemic by filling the gaps left by shorter dwell times and less employee interaction, but they'll continue to stay relevant post-pandemic.

Inarguably, COVID-19 has accelerated e-commerce's growth over the past year, but retailers should prepare to a return to in-store shopping as the pandemic wanes. As always the case, there are items like golf clubs, lawn equipment, sport accessories, and much more that can't simply be set on a shelf in an aisle, but instead require

special fixtures and plans to merchandise properly.

Additionally, retail displays will always be crucial to encourage impulse buys as well as educate customers about a brand or item. And this will be especially important for items that people are less likely to purchase online, such as electronics, home improvement items, and cosmetics.

In short, the need for store displays will remain in demand for the future, much like they've been vital to the path-to-purchase in the past. But, don't be surprised if they move forward as better versions than before, complete with more targeted marketing, sleeker designs, and utilizing added retail technology features – all things that have proven crucial in 2020.

When COVID-19 cases slow and people return to previous shopping habits, displays will continue to be pertinent. Refreshing your display look now will instill confidence in consumers as they revisit stores and witness brands looking toward the future. Check out our gallery of custom merchandising displays, and then contact us to learn more about the solutions we'll provide for your main objectives. «

FEATURED KIOSK



Showtime Pictures at Georgia Aquarium

Showtime Pictures, a respected name in photo concessions that provides photography services to attractions across the nation, partnered with Frank Mayer and Associates, Inc. to deliver kiosks with facial recognition technology to the Georgia Aquarium.

Learn more about the special requirements needed for the kiosks, including high-definition cameras, ADA compliance, and more.



LED lights give soft glow to match the aquarium's aesthetic

Sophisticated cameras and facial technology to pull up images of visitors exploring the aquarium

Wall-mounted kiosk to preserve floor space



Workplace Temperature Kiosks Help Businesses Mitigate the Spread of COVID-19

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

Recently, New Jersey's Governor Phil Murphy signed a COVID-19-related executive order requiring specific health and safety standards that would protect New Jersey workers at their places of employment. Amongst many directives listed under the order, one regulation outlines employers must conduct daily health checks like temperature screenings, self-assessment surveys, or questionnaires.

With cases continuing to rise across the nation, similar mandates may soon follow from other states. As employers consider bringing employees back or continue operating, many are looking for the best options to keep worksites safe and help mitigate the spread of COVID-19 and other communicable illnesses.

Workplace temperature kiosks can assist employers in doing just that. Read on to discover what kiosk screening options are available as well as why they're more advantageous than alternative methods.

Temperature Kiosks in the Workplace

Just like a handheld thermometer, temperature screening kiosks allow for unobtrusive temperature readings using infrared technology. The quick and accurate results mean these kiosks are a perfect solution for businesses that need an efficient process to monitor employee temperatures and symptoms as they start their day.

A core benefit of workplace temperature kiosks is the ability to program software to take care of multiple needs. Not only can these units track temperatures, but kiosks can also be customized to ask health compliance questions as well. For both employers and employees, automating these tasks saves time and money versus a multi-step process involving taking temperatures, filling out surveys, and possibly more.

If an employee screens for a fever or has a noncompliant answer to a symptom question, a company representative is automatically notified through text or email to perform a secondary check. In addition, temperature kiosks provide an easy way for companies to keep track of data for compliance purposes.

Temperature Scanning Options

Many fever screening kiosks involve scanning the

forehead to read body temperature. While this is the most common method, another option growing in popularity is a wrist temperature scanner.

Because wrists contain many blood vessels close to the skin surface, scanning this part of the body for a temperature is equally as accurate as taking a temporal temperature reading. Many find this way quick and easy because there are less variables that can make a temperature assessment difficult – for instance, masks causing sensor confusion or hair placement making it difficult to get a reading.

Fortunately, both forehead and wrist infrared scanners are reliably accurate, so companies can choose which option works best for the kiosk they employ.

Kiosks Versus Handheld Scanners

When the pandemic first began, many companies hired outside parties to provide temperature checks at worksite entrances. Others tasked a dedicated employee to screen.

As the pandemic continues, though, these methods have proven to be both expensive and less safe than other options.

Hiring a nurse or third party can be incredibly costly when compared to a one-time kiosk fee and nominal annual software cost.

In addition, assigning staff to perform checks can present a risk to both the staff member and employee because handheld scanners don't allow for the recommended 6-foot distance between people.

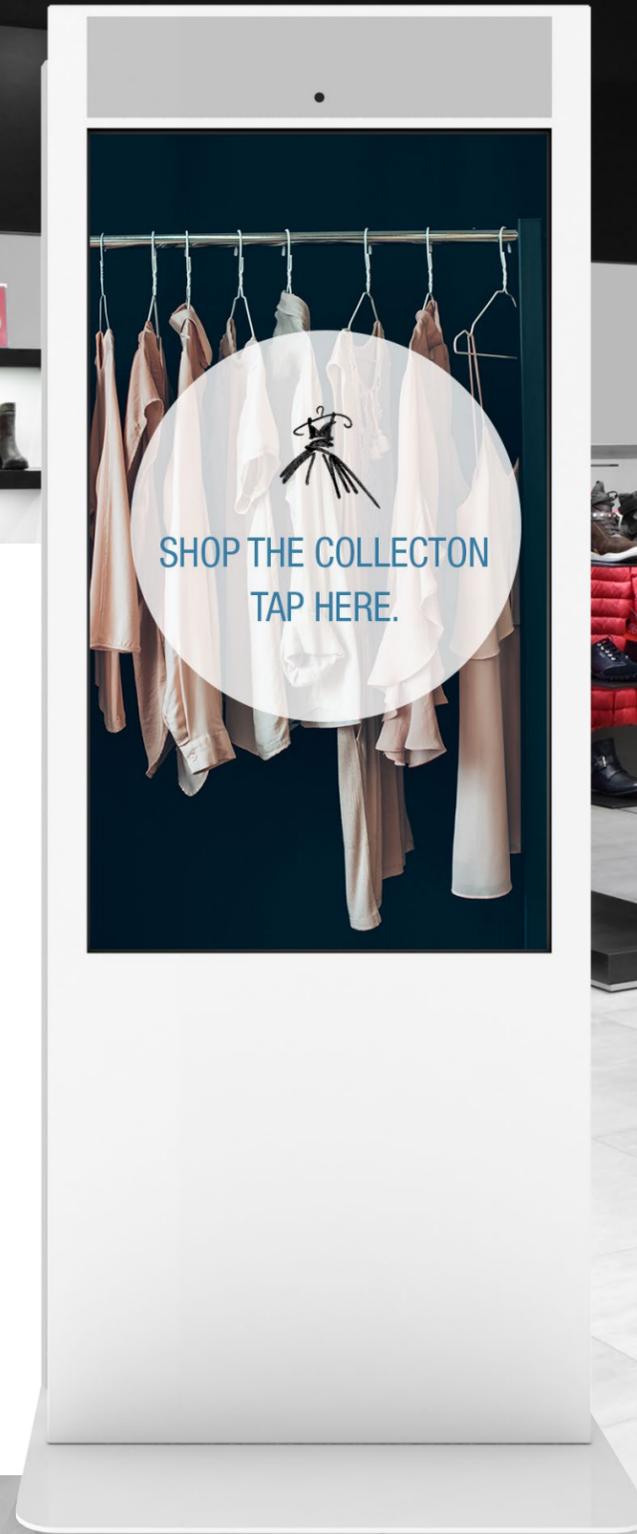
Conclusion

As businesses consider options to ensure the safest environment for their employees, workplace temperature kiosks can offer an affordable and accurate way to help prevent the spread of illnesses.

Learn more about Frank Mayer and Associates, Inc.'s temperature screening kiosks. Backed by our trusted name and experience in the kiosk industry, our solution is made in the USA and offers either forehead or wrist scanning to read employees' and visitors' temperatures. «

Can Self-Service Kiosks Offer Support in Today's Retail Conditions?

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



Since the COVID-19 pandemic began dominating headlines earlier this year, retailers and brands have been forced to demonstrate agility when meeting new customer expectations. More than ever, the transformed consumer now counts on operational supply chains, accessibility, and arguably most important, enhanced safety standards.

While retail stores strategize short-term goals to meet health regulations, maintain stocked shelves, and keep doors open, many are also considering the impact a changed customer mindset will have on today's brick-and-mortar shopping.

As is often the case, a solution lies with technology. While more shoppers return to stores, retail self-service kiosks offer the safe contactless experience and endless aisle options they now seek.

The Retail Elephant in the Room

Before we dive into how self-service kiosks can assist retail, though, it's important to address the more pressing concern about the industry first. Can it bounce back?

There's no shortage of literature on which retailers will withstand the economic downturn and which will regrettably succumb, but a consistent theme throughout much of the discussion is that the pandemic hit the gas pedal for most. If a store or brand was already slow to adopt a multichannel approach, the last few months only magnified the issues. But if a big-name retailer had been in the midst of strategizing their customer experience plans with processes like Buy Online, Pickup In-Store (BOPIS) amongst others, they learned the importance of rolling them out quickly and staying nimble.

Fortunately, recent consumer research has some promising predictions for retail as a whole.

In the study "September 2020 Shopper Sentiments," Mood Media surveyed 8,000 shoppers about their outlook on shopping. Some key takeaways included:

- » 67 percent of global consumers say they've already returned to non-essential retail stores
- » 80 percent feel reassured by safety measures retailers have put into place
- » More than half surveyed expected their shopping habits to return to normal by next summer

The stores that make it through this rough period will be the ones that come out better positioned to address

the needs of our omnichannel world while still fulfilling the desire for brick-and-mortar experiences. And along the way, self-service technology will be an integral strategy to help retailers offer both.

Interactive Kiosks Promote Customer and Employee Safety

According to Incisiv's 2020 Shopper Study "The New Store Shopper in High-Touch Retail," 96 percent of shoppers interviewed this summer say they are very unlikely to seek in-store conversations with store associates over the next 6 months.

It's no surprise. Current studies indicate COVID-19 is spread from person-to-person through respiratory droplets, so social distancing guidelines have been the new way of life.

With customers avoiding face-to-face contact with store associates, retail self-service kiosks can be a store's answer to providing the high level of customer service

shoppers expect – but safely.

Geoff Bessin of Intuiface explains why in the article "Despite COVID-19, touchscreens aren't going anywhere" written for Kioskmarketplace.com.

"[Touchscreen kiosks] are a far safer alternative to human-human interaction," Bessin writes. "Maybe I can't control the cleanliness of the touchscreen, but I can control the purity of my hands immediately after – particularly if there is a sanitizer station nearby. What I certainly cannot control is the health of the person to whom I'm speaking."

With less customer desire to interact with a person, stores will need to employ a range of retail kiosk solutions to satisfy the continued expectation of exemplary service. Expect these to look like locker systems that allow for curbside and entryway pickup, wayfinding kiosks, and expanded self-checkout options.

These various forms of self-service kiosks will not

only help customers avoid illness, but will further their comfort level with self-service technology – an experience that was already becoming mainstream before the pandemic began.

Endless Aisle Kiosks Fill the Inventory Gaps

Even in normal times, inventory management requires careful planning. Add in a pandemic that strips the shelves of toiletries, curbs foot traffic to retailers, and impedes spending in certain goods categories, and it's enough to make a Supply Chain Manager's head spin.

As many states entered various levels of quarantine, mandates kept shoppers out of most stores. Even as restrictions have eased, customers have still been reluctant to venture back as often as before due to safety concerns. As a result, stores have been less inclined to stock excess product.

Endless aisle kiosks can mitigate the frustration of a shopper discovering an empty shelf or not finding

an item in the right size or color. Instead of risking a customer returning home and failing to complete the purchase on the retailer's website, or worse, opting to buy from a competitor, stores can still capture his or her dollars by offering an endless aisle opportunity to continue a purchase.

The Future of Kiosks in the Retail Environment

One day the pandemic will be behind us. But, like most major historical events, it'll leave a wake of change in its path. For retail, this might mean a new line-up of strong retail survivors, a greater emphasis placed on omnichannel offerings, and a changed customer mindset surrounding the in-store experience.

And while self-service technology like retail kiosks will help stores address immediate shopper concerns during these months, they'll offer long-term solutions to retailers looking to continue a healthy and customer-focused environment well into the future. «



Frank Mayer and Associates, Inc.'s full line of standard self-service kiosks

Short Lead Times and Other Special Circumstances

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

This is the final article in a four-part 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.

In-store display programs and their requirements are far from cookie-cutter. Brands come to the table with unique budgets, specific timeframes, and different warehousing needs for their visual merchandising.

Because of this, retail display companies must have a variety of assets at their disposal to ensure they're meeting each client's objectives. Following is a list of common solutions a well-versed retail display company can offer when their clients have distinct requirements.

The Gang's All Here

New product introductions always have timelines, so a company that offers fully integrated solutions will be well-equipped to tackle any special requests for short lead times.

Dave Loyda, Director of Strategic Initiatives at Frank Mayer and Associates, Inc., explains, "Having all your resources including designers, engineers, estimators, and production art to a full-scale model shop under one roof can offer streamlined communication and the ability to compress lead times."

Clients reap the advantages of this arrangement when planning their in-store display programs. A team approach to a project means designers and engineers are on the same page when dictating the look and feel of a program. It also means estimators can add expertise to ensure design concepts and material suggestions fit within the budgetary guidelines.

"This combination of services out of one company can reduce program lead times" Loyda says. "It also provides

flexibility to make program changes and the ability to make those changes immediately per client direction."

Product Variety Equals Success

When a display company only works in corrugated material or has engineers who are less familiar with a variety of substrates, clients lose out on valuable options that could reduce costs or shave off production time for their in-store display campaigns.

A larger retail display company that works with a variety of materials and vendors will have options to meet specific needs, whether that entails using materials that will hold up better long-term, offering shorter production requirements, or meeting special requests for environmentally-friendly materials.

"Because pricing and availability can fluctuate in specific industries, it's always helpful when you are able to work with a display company who can offer solutions that incorporate multiple materials and possess a vast network of vendors who can produce varied raw materials and products," Loyda states. "Understanding and working with multiple materials offers innovative and creative solutions that maximize cost efficiencies for our clients."

Pack Them Up and Send Them Out

Sometimes warehousing and distribution details can be overlooked in retail display programs, but these specifics are important to keeping a project on time and organized.



"Companies need to plan how they want to store displays that have staggered launch dates and distribution schedules," Loyda confirms. "These details are crucial, and your retail display company should be able to help facilitate these arrangements."

There are many factors to consider when utilizing assembly, warehousing, and distribution services. What is the capacity? Is the facility temperature-controlled? Does it offer surveillance and locked storage? Is it set up for efficient shipping and receiving and inventory management?

These questions and more are critical factors in determining how smoothly a program rolls out. A good assembly and distribution facility will make the logistics of any project easier.

Conclusion

Retail display campaigns can have many variables that disrupt timelines or add challenges. However, working with a fully integrated retail display company can turn headaches into relief when it comes to addressing short lead times and other unique situations.

As a leader in the point-of-purchase industry, Frank Mayer and Associates, Inc. often provides solutions to client's unique needs. Read more about our services and learn about our 200,000-square-foot assembly, production, warehousing, and distribution facility.

TEMPERATURE SCREENING KIOSKS

Temperature screening kiosks monitor employee and visitor temperatures and feature customizable health compliance questions to identify high-risk symptoms.



WHICH OPTION IS RIGHT FOR YOU?



Temperature Screening Kiosk



Contactless Temperature Kiosk

Wrist or Forehead Scanning

Both

Wrist Only

Customizable Health Questions



Pass/Fail Option



Real-Time Data Reporting



Unlimited Email and Text Alerts



Volume Discounts Available



Adjustable Base Height



Contactless Hand Sanitizer



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