PARAGON
SOLUTIONS

RETAIL DESIGN POST-COVID 19

What are Key Considerations?

design done right

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A NEW CUSTOMER JOURNEY

Convenience Store News
WHAT'S NEXT IN CONVENIENCE AND FUEL RETAILING
Forever Changed?
Convenience stores post strong 2019 in-store sales and profits, but the industry is now bracing for a new normal caused by COVID-19.
INDUSTRY REPORT 2020
supermarket news
TRUSTED • RESPECTED • PREFERRED
Supply chains disappearing into the COVID Vortex
EST 2012
Remedy
NACS
convenience.org | JANUARY 2021
LAST-MILE LIFT
COVID-19 catalyzes delivery
CStoreDecisions
Solutions for Convenience Retailers
C-Stores Navigate Uncertain Economic Landscape
Amid a pandemic that's shifting norms and shopping habits, retailers nationwide must grapple with an economy in flux.
design:retail
The Future of Retail
10 TRENDS CHANGING THE CONSUMER LANDSCAPE
CAPITAL ONE CAFÉ
ESSELUNGA SUPERSTORE
PRODUCT ROUNDUP
FORECOURT » INDUSTRY VIEWS
Looking to the Future With Renewed Clarity
MIKE LAWSHE is the president and CEO of Paragon Solutions. Reach him at mlawshe@paragon4design.com.
In my mind, I see myself as a vibrant 21-year-old man who has the world by its tail. The fact that I am a 63-year-old man on the wrong side of fitness is neither here nor there. We all have our rose-colored glasses that we see our lives through, for better or for worse. I recently had cataracts surgery on both eyes. I guess you could say that was my version of rose-colored glasses. Only it was blurry and literally dulled all the colors. Post-surgery, I can see without the blurriness and the colors are once again vibrant and as God intended. It is amazing how removing an obstacle like cataracts can be so life-changing.
Metaphorically Speaking
This pandemic that we have been living in is very much like my cataracts. The experience has blurred and distorted all that we know and has brought a haze over our lives that we can't shake no matter how many eye-drops we use.
Nothing is as it was. Our customers have changed. Their needs and expectations have changed. There are so many examples of how our lives are different now, just six months later.
There was a time when a handshake and a hug were socially acceptable. Not so much anymore. Now, just walking down the sidewalk, masked people do a Heisman-worthy move to sidestep me. But seriously, my attitude and the attitude of those around me has changed, and not for the better. It seems like everyone is angry and depressed. I think the isolation is against human nature and it definitely takes a toll on the human spirit. How do you cope with such a thing?
At some point, we will all have our own version of cataract surgery when it comes to this pandemic: A vaccine will be in place. The pandemic will be under control. Our vision will be clear. The colors will be brighter. And I wonder, what will our world look like? Will we have let the naysayers in this world guide our vision to a dark place where our economic futures and our industry are forever blurry? Or will we have seen through the blurry vision offered by them to see a bright future for ourselves and our industry? I certainly hope the latter is true.
Convenience retailing is such an amazing industry. It's quick to adapt and engage. If c-store retailers weren't the first to employ strict standards to combat the pandemic, they were close to it. Plexiglass shields and social distancing tape went up in thousands of stores overnight.
But let's look forward, past the cataracts of plexiglass shields and doomsday prognosticators, to see the light. Literally. This bright new world will be our future. Are you prepared to make the most of it? Are you changing in preparation for this new world?
This pandemic has brought A HAZE OVER OUR LIVES that we can't shake.
Clearly Now
Let's look at the new world with clear vision. I see a world where a level of safety, cleanliness and customer experience is paramount. I see a world where there is an expectation of service that surpasses all previous levels. I see drive-thrus, curbside pickup lanes and delivery being an expected offering. I see food service being a wonderful experience for the customer, yes, especially in a convenience store.
In my future, consumers will be living life to the fullest with a clear path ahead of them. They will be tired of the blurry direction of the past. They will live each day looking for new opportunities to enjoy great food and drink and will avoid the negative experiences of the past.
Are you planning for this future? The best of the best are certainly in the midst of short- and long-range planning that will prepare them for what's next. They are seeking ways to improve in all areas.
The stores of the past will be a blurry memory while the stores of the future will be a bright opportunity to try something new. The new customer experience will embrace these new wants and needs, and seek to satisfy them with a crystal-clear solution that meets and exceeds expectations. Are you ready?
In my future, consumers will be living life to the fullest with a clear path ahead of them.
18 CSP NOVEMBER 2020
THE AGE OF DELIVERY
Now is the time to test and deploy.
CSP
REBOOTING FOODSERVICE
How c-stores can rejuvenate food programs in a post-pandemic society. P. 22

A NEW CUSTOMER JOURNEY

A NEW RETAIL EXPERIENCE

- Retailers will forever have to change their approach to the shopping experience
- This crisis has changed the way we shop and where we shop
- It has changed how employee's expectations of the workplace have changed

THE NEW CUSTOMER

THE NEW EMPLOYEE

THE NEW SUPPLY CHAIN

What are Key Considerations?

KEY CONSIDERATIONS

Every aspect of retail has been affected and must be reevaluated to stay relevant in the post-Covid world

FACILITIES

OPERATIONS

TECHNOLOGY

TRAINING

DESIGN

FACILITIES

- Equipment & Counters
- Customer Queuing & Stacking
- Drive-Thru Accommodation
- Curbside Pick-Up Accommodations
- Touch Free Integration
- Protective Equipment Installation
- Ventilation Systems

OPERATIONS

- Curbside Pick-Up Program
- Delivery Service Implementation
- Drive-Thru Staffing & Merchandising
- Cleaning Protocols
- Employee Health Check

TECHNOLOGY

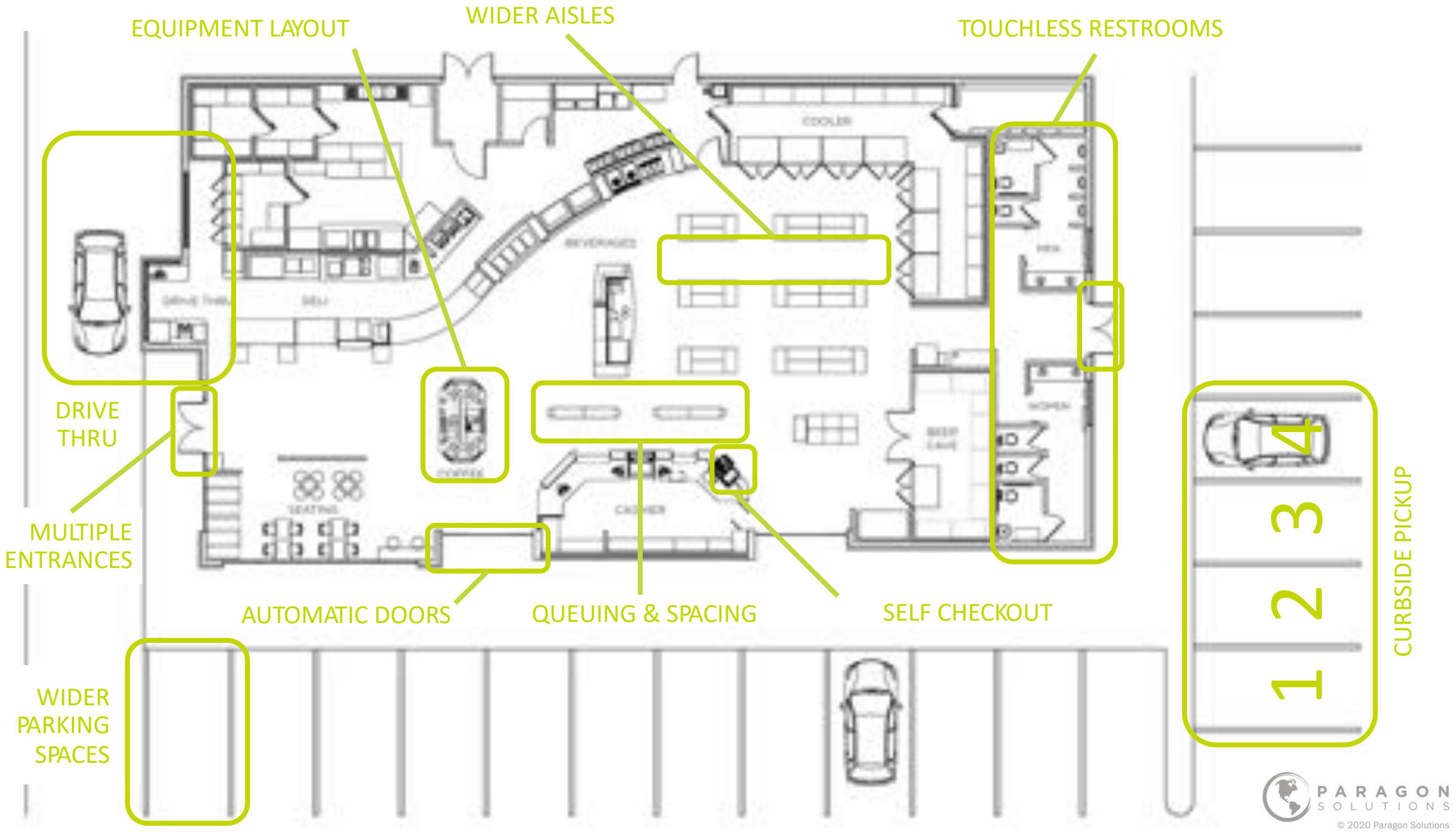
- On-Line Ordering
- Touch-free QR Code Paying
- Touchless Equipment
- Automatic Doors
- Drive-Thru Systems
- Integrated Cleaning Systems
- Autonomous Technology

TRAINING

- Cleaning & Safety Protocols
- Personal Protection (Work & Home)
- Social Distancing
- Customer Engagement
- Heath Monitoring
- Facility Upkeep & Monitoring

DESIGN

- Evaluation
- Site Layout
- Ingres/egress
- Parking
- Store Layout
- Store Entrances
- Lighting
- Sightlines
- Merchandising Strategies
- Equipment Considerations
- Drive-thru Systems
- Touch Free Integration



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Welcome

Kentucky Fried Chicken
ORDER HERE
ORDER HERE
ONLINE PICK UP
ONLINE PICK UP

SHAKE SHACK
DRIVE THRU
DRIVE THRU
APP PICKUP
DELIVERY
APP
PICKUP
DELIVERY

DriveThru

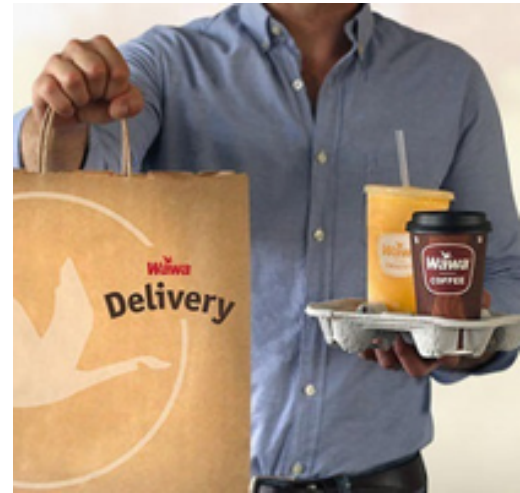
drive up

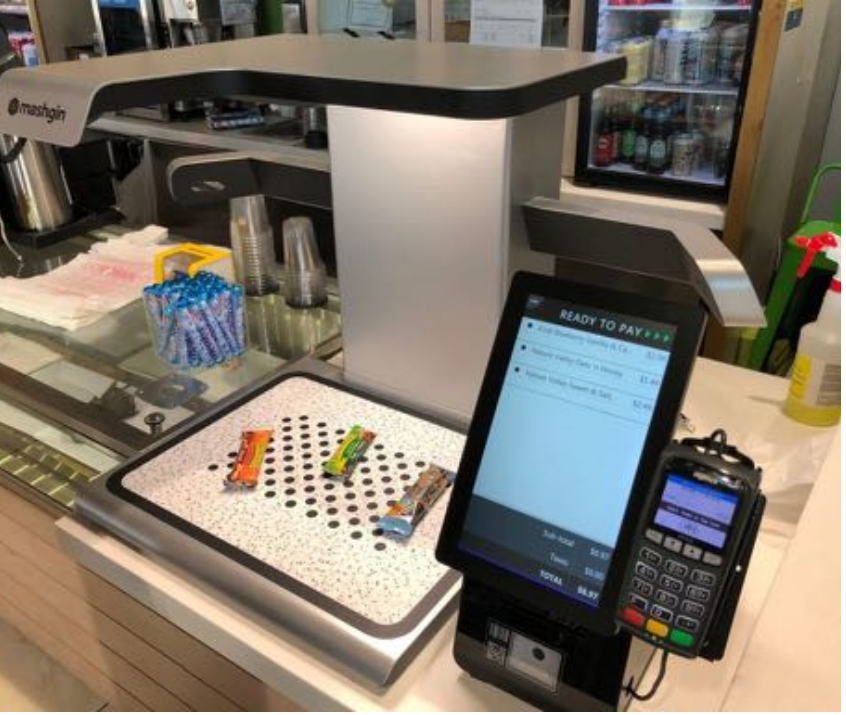
LOWE'S
Pickup
CURBSIDE PICKUP
5
PARKING SPACE
Check in online using Lowe's app
OR
Call Store Phone Number
760-331-0195
& PRESS 2

SEY'S
RAL STORE
CASE

7
NOW
Delivery

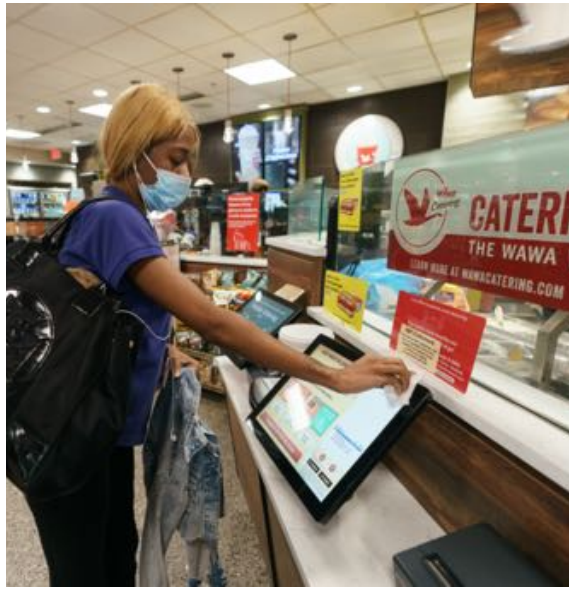
drive up
drive up


Wawa
Delivery


READY TO PAY

HEINZ

Curtis
TOUCHLESS
DISPENSING
ADAPTERS



DAILY CLEANING & SANITIZING

Week Ending ____/____/____

In addition to frequently cleaning and disinfecting high-touch areas of the store through the day, we ask that you complete a dedicated cleaning of every surface touched by Guests and Staff daily. Use disinfectant wipes or spray sanitizer and allow for it to sit on surfaces for the appropriate time to ensure it penetrates and disinfects the area.

Area and Task	Monday	Tuesday	Wed	Thurs	Friday	Saturday	Sunday
Doors							
Front Door Handles							
Other Entry/Exit Doors							
Cooler Door Handles							
Guest Foodservice							
Coffee Spouts, Handles							
Sugar Dispenser							
Flavor Shots - coffee							
Iced Coffee Machine							
Coffee Counter tops and area							
Cabinet handles and pulls							
Fountain Soda Buttons							
Slush Machines							
Cashier Area							
Cash Register Key Board							
Cash Register Touch Screen							

COMMUNICATION

COMMUNICATION

How will stakeholders know that you are making the necessary changes at all touchpoints to assure a safe environment?

FACILITIES

OPERATIONS

TECHNOLOGY

TRAINING

DESIGN

A Strategy for the New Normal In Retail

What is it?

Safe Shop Assured™ is a certification program for retailers, to clearly communicate to customers that they are best in class. Certification is obtained through professional assessment, consultation, design, implementation, and inspection.

SAFESHOP ASSURED

Benefits

- Facilitates Necessary Safety Changes
- Visual Evidence of Compliance
- Feedback & Assessment
- Industry Links & Resources
- Instills Confidence
- Promotes Loyalty
- On-going Education & Support

SAFESHOP
ASSURED

Thank You!

design done right

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