

**EMERGING  
STRONGER  
POST  
COVID**

**A RETAILER'S  
GUIDE TO  
REOPENING**

**acceo  
retail-1**

**TECHNOLOGY  
AND OPERATIONS  
CONSIDERATION  
CHECKLIST**

**IMPLEMENTING TECHNOLOGY THAT CAN HELP DRIVE  
SALES AND BUSINESS GROWTH**

## Technology Considerations

- Update POS software and equipment
- Payment Options – consider offering contactless payments
- Implement Mobile Capabilities
  - Payment
  - Line busting
  - Inventory Control
  - Clienteling
- E-commerce integration – maintain a strong online presence and drive online purchases/in-store traffic
- Offer Order Management and Omnichannel Fulfillment
  - BOPIS (Buy online pick-up instore)
  - Ship from store
  - Endless Aisle
  - Curbside pick-up
  - Drop-ship
  - Lockers
- Incorporate Self-Checkout options
- In-store Kiosks – digital catalogues
- Use digital signage throughout the store
- Install Traffic Control/Monitoring – traffic counters
- Consider heat sensors
- Evaluate cameras, security, and any new measures
- Interactive dressing room
- CRM –Virtual assistants
- Workforce Management
- Forecasting & Advanced Analytics
- Business intelligence and reporting
- Planning & Allocation
- Pricing & Promotions Management
- Product transparency and traceability (sustainable practices)

## In-store Operations Considerations

- Consider gradual opening in stages;
  - Stage 1 - Fulfillment of online orders through physical locations using store inventories
  - Stage 2 - Buy-online pick-up-in-store, including contactless curbside pick-up
  - Stage 3 - Shop by appointment
  - Stage 4 - Gradual store by store
- Visual merchandising – consider placement of inventory, furniture, shelving and displays
- Smaller store footprints
- Product assortment – less in-store, more online
- Approaches to forecasting in times of uncertainty and decreased demand
- Returns Management (instore and online) – new processes (specific days and times)
- Payment methods - Will cash be allowed? Or only tap & credit card payments?
- Leverage Loyalty cards - swiping?
- Create a social presence – build a network of loyal followers/customers
- Demonstrate cleanliness and commitment to the well-being of store associates and customers