

# Contact Avoidance

**CREATING NEXT**

**A POST COVID-19 REALITY**





# Predicting Post-Pandemic Behaviors

You've been hearing this over and over: "We're living in unprecedented times." It's unequivocally true – but what does this mean for retailers?

Together we will navigate this present pandemic state and look ahead to what behavioral changes in consumers and businesses we'll see in a post COVID-19 world as we respond, re-enter, and re-imagine the future.

# Minimizing Exposure From Too Much Touch



Amazon Go

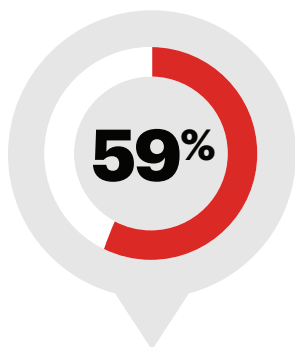
# 95%

of people feel companies should **change their service strategy** in light of the coronavirus

Source: Creating Next: A Post COVID-19 Reality Survey, Big Red Rooster, April 2020

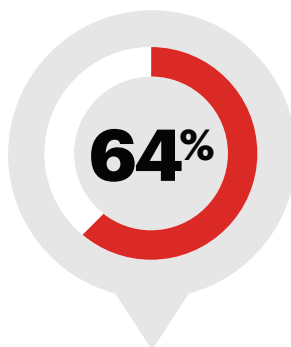
Contact avoidance is now a key behavior that consumers are looking for and will continue to look for in the future.

Measures to improve the sanitation of physical environments will be embraced as awareness of personal hygiene is currently reaching unprecedented levels. Hands-free browsing behaviors and contact-free solutions across the consumer journey must all be addressed.



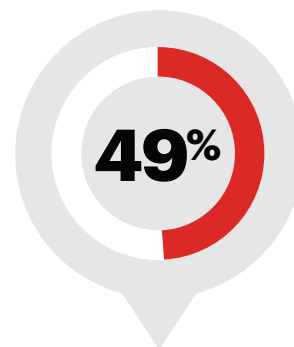
of people say they feel moderately or extremely safe with **readily available sanitation products**

Source: Creating Next: A Post COVID-19 Reality Survey, Big Red Rooster, April 2020



of people say they feel moderately or extremely safe with **contact-free transactions**

Source: Creating Next: A Post COVID-19 Reality Survey, Big Red Rooster, April 2020



of people say they feel moderately or extremely safe **with a drive-thru/curbside pick-up option**

Source: Creating Next: A Post COVID-19 Reality Survey, Big Red Rooster, April 2020



Hy-Vee

## Retailers are scrambling to create test-and-learn environments in response to a consumer need for contact avoidance.

Touch-free is quickly becoming a buzz word as shoppers and retailers alike search for the best way to respond to a need for safer shopping environments.

Retailers have quickly instituted cleaning and sanitization processes to keep customers and staff as safe as possible. Many have reduced hours to allow staff to properly sanitize and restock daily – instituting regular cycles of sanitizing doors, cart handles, touchscreens, counters, conveyor belts, and restrooms. Yet people are still wary of everything they touch. Chick-fil-A is in the process of adding hand washing stations at their drive-thrus and asking customers to swipe their own cards to minimize the danger of transmitting the virus through touch.

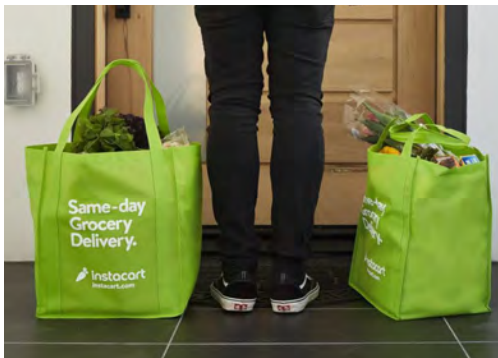
ALDI & Hy-Vee are getting serious about cart cleaning. The brands now have an employee stationed outside their stores to clean and sanitize carts and keep track of the number of customers entering and exiting the store in an effort to keep safe social distances.



Local delivery conducted through Instacart, Dominos, and others have “leave it at my door” options for customers to eliminate direct exposure to delivery personnel. At Petco, for pet parents with a sick animal, the company has implemented new curbside hand-off processes for veterinarian visits supported by text notifications (McMillon Dootlittle).

Walmart is offering contactless payment for consumers who use its mobile apps at store registers. While consumers previously had to select a payment method by touching a screen on the self-checkouts, they can now scan a QR code using their smartphones. The Walmart Pay app will then sync and secure the contact-free transaction. NY-based grocer Fairway Market, which has adopted contactless payment, has seen a 300% increase in app adoption since announcing it with a safety campaign. At least 20% of sales are now coming through the mobile-checkout app, rising up to 30% at peak locations.

## How can you use mobile to reduce friction at every point along the customer journey?



Instacart



Petco

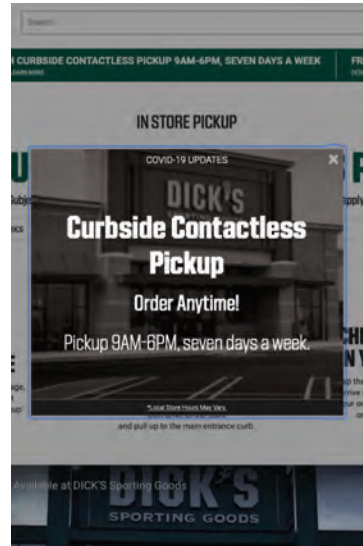


Walmart

The implications of contact avoidance for re-entry into our new normal:  
**reimagined environments**



Amazon Pick-Up Lockers



Dick's Sporting Goods

If there has to be a silver lining in all of this rapid change, it's the implication for brands and businesses who will be forced to reimagine their physical spaces. Formats and technologies that were once accepted by early adopters may become mainstream and more easily implemented into our changing world.

Once the COVID-19 crisis ends, a lot of customers currently using BOPIS will appreciate the convenience of that option and stick with it – accelerating an already growing trend. But some retailers could back off encouraging curbside pickup in the long-term because it's more costly to operate and decreases foot traffic inside stores. Forrester's research shows 30% to 40% of shoppers who go into a store to pick up an online order end up buying additional items.

In addition to mobile pay, other retail technology that has been deployed with touchscreens – from QSR ordering to digital kiosks – will need to be rebooted or replaced with mobile, touch-free or other new solutions. Voice technology will continue to be used and may also see rapid acceleration as another contact-free option for consumers.

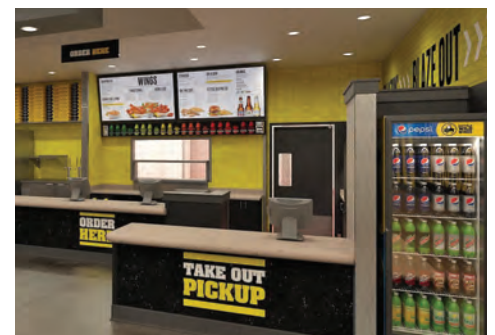
## Is voice the ultimate hands-free interaction? And if so, is your brand's sonic identity developed?

Dick's Sporting Goods has transformed their curbside pickup services into a new "Curbside Contactless Pickup" service at both their namesake stores and Golf Galaxy, encouraging shoppers to "stay in the vehicle" and helping to give customers further peace of mind.

COVID-19 has rapidly accelerated the use of delivery services which were already growing but still only hovering at a small percentage of restaurants' total revenue. As delivery grows and revenue shrinks, more restaurants will

launch end-to-end delivery solutions rather than continuing to rely on third-party platforms. We are seeing this trend contribute significantly to the success of pizza chains in this environment.

Although some retailers may still be optimizing their fleet, with underperforming stores closing, others will reconsider their format strategy to adapt to changing consumer habits. QSRs like Buffalo Wild Wings are already testing micro take-out only locations. B-Dubs Wings Express has limited seating, scaled-down menus, and TVs streaming sports games. For restaurants, critical thought about how to best utilize dark kitchens, full-service formats, and drive-thrus will be required for success.



Buffalo Wild Wings

## Has your business optimized the off-premise solutions customers demand today?

SCAN. PAY. GO.

# Is your brand ready to create what's next?

## **BIG RED ROOSTER**

a JLL company

Email: [info@bigredrooster.com](mailto:info@bigredrooster.com)

Phone: 614-607-7900

Address: 121 Thurman Ave. Columbus OH 43206

**[bigredrooster.com](http://bigredrooster.com)**