Suggestions for a Successful and Safe Store Reopening

Health and safety: Follow your state regulations, as well as guidelines provided by health authorities, such as the Centers for Disease Control and Prevention (CDC) or your state's health officials. The CDC offers this guidance for retailers reopening their stores:

- Create a deep cleaning and sanitizing schedule and relay that information to your customers.
- Ensure that hand sanitizer is available to employees and guests to encourage hygiene.
- Frequently clean high-touch items like door handles, telephones, credit card terminals, stylus and writing utensils, computers, and all smart devices (tablets and phones).
- Soap and all-purpose jewelry cleaners, ultrasonic cleaners, and polishing or microfiber cloths.
- Employ temperature screening for team members.
- Wear face coverings, and offer face coverings and gloves for your customers. You can order them here: https://www.healthcareunlocked.com/
- Maintain at least six feet of separation from other employees and customers at all times.
    - Consider controlled shifts, so if a group of team members is exposed, they don't expose the entire team. Limit the number of employees working any given shift, so that social distancing is possible.
- Use gloves when handling take-ins or repairs.
- Limit service of food and beverages, wear gloves if serving bottled water.
- Limit the number of employees using the breakrooms and bathrooms at any given time to ensure social distancing; keep employee belongings in a separate area.
- Always clean jewelry before and after a customer wears it.
- Initiate a no-touching policy (no handshakes, hugs, or other close contact).

Contactless payments: The CDC also recommends the following:

- All payments should be processed by phone or the internet, and contact should be minimized if remote payment is not available. If a payment is made in-store, be sure to wear gloves when handling credit cards, and sanitize the credit card processor before and after use.
- If you are using an iPad for your POS, ask that the customer read you their credit card number so that only you are touching the screen; or provide them with a stylus (disinfect the stylus afterwards).
- Purchased items should be delivered by the employee to the backseat or trunk of the customer's vehicle to minimize physical contact with the customer or delivered to their home by an employee or third-party carrier.
    - If staffing levels allow, use the buddy system for extra safety from potential criminals. Be mindful of social distancing; do not enter the customer's home to help protect you and them from possible cross-contamination.

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Loss Prevention: The following is advice given to us by Jewelers Mutual Insurance Group (JM) and the Jewelers' Security Alliance (JSA):

- Following reopening, keep the door locked and have an employee or security guard admit a small number of people at a time. The person can also act as a "greeter." A buzzer system may also be helpful.
    - All customers admitted should be given a mask to wear inside the store.
    - Customers should not be asked to remove their masks inside the store; it could put their health and the health of the employees and other customers at risk.
- In mall locations, and locations without a locked door, an employee or security guard should control the entranceway. [JSA]
- For additional information from JSA, click here.
- Contact your agent to reinstate insurance coverage that may have been temporarily reduced while closed. [JM]
- Contact your safe storage provider or your bank to set up a time to safely acquire or transport jewelry stock back to your store if you have stored it off-site during your closure. [JM]
- After jewelry stock is returned to the store, entrances to the building should be locked, and alarm and security systems should be activated. JM also has this article, which has additional info: https://www.jewelersmutual.com/clarity-blog/re-opening-your-business-after-covid-19.

Communication:

- Post your store hours, appointment options, and health and safety policy on your website, social media, and throughout the store.
- Send an email to your customers letting them know you have reopened, and the steps you are taking to ensure their comfort and safety.
- Update the store's voicemail communicating business hours and assure callers that protocols are in place to provide a safe shopping experience.
- Update digital signage to reflect hours and to let them know you are doing your part to create a safe shopping experience.
- Messaging should encourage appointments so you can plan the customer's experience.

General Practices: The following are best practices other businesses have implemented:

- Offer employee training on handling questions and concerns. For example, they should be able to discuss store sanitization protocol, staggered work shift policies, and appointment options with customers.
- Make your store layout ready for social distancing. For example, do not place chairs close together or mark safe distances of where to stand throughout the store.
- Offer a variety of appointment options, such as virtual calls, store hours set aside for private appointments, and curbside service.
- If needed, consider separate lines in the store, depending on the service needed.
- Set up a virtual appointment or phone call prior to a customer take-in to get as much information upfront as possible, so that the customers' time in the store is minimized.
- Establish a process for accepting goods, which incorporates social distancing, sanitization, and limiting store traffic to dedicated hours.
- Contact your vendor partners for advice and help.
- Limit the number of customers in the store based on square footage. For example:
    - Up to 7,500 sq. ft. = 5 customers in-store at one time
    - >7,500 to 25,000 = 10 customers in-store at one time
    - >25,000 to 50,000 = 50 customers in-store at one time

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