

A RETAIL
DISPLAY
IS NOT
JUST FOR
CHRISTMAS



100%
INTERNATIONAL
RETAIL INSTALLATIONS

INTRODUCTION

The Christmas period is the busiest time of year for retailers and brings with it huge potential for sales. With such a high increase in footfall, it can become challenging to maintain your retail displays. Maintenance can include anything from replacing demonstration products that have been broken or stolen, monitoring health and safety implications of the display, to general upkeep and repairs. But what impact does this have on keeping those Christmas sales figures up and how does it affect the customer experience?

HOW TO CREATE THE ULTIMATE FESTIVE IN-STORE EXPERIENCE

Creating a positive in-store experience allows you to convert any 'in-and-out' customers to grazing customers. Customer dwell time is something your brand should be capitalising on over Christmas by creating an eye-catching display that effectively conveys your brand message.

1 Create an immersive experience

Allowing customers to experience your product before buying it is a great way of informing their decision-making process. However, particularly during times of increased footfall, display items can get broken or even stolen. Make sure you give your customers a premium experience by ensuring your product or demonstration is always fully functioning and that it effectively shows the key features and benefits of your product. Sales in electronics, such as smartphones, skyrocket over the Christmas period. These sorts of purchases come with a premium price tag, meaning that customers will want to see and experience what they are buying in order to make comparisons before deciding on a final purchase. Don't lose out on a sale by failing to show all of the features of your product.

2 Let your display do the talking

During the busy festive period there may not always be staff available to guide customers through their decision-making processes and an increasing number of customers prefer to self-serve. This means that your retail display needs to act as an information portal for the customer, giving them clear and concise product information. This requires a working display, performing to a high standard at all times.

3 Brand messaging

Your in-store display is there to represent your brand. Customers that are brand loyal should be able to immediately recognise your section of the store and those who are not brand loyal should be drawn to it. To do this, your display must have consistent branding and the products, fixtures and fittings must be high quality and in excellent working condition.

IN-STORE VS ONLINE

Although online purchases have taken off in recent years, particularly during the busy Christmas period, it is crucial not to underestimate the importance of the in-store experience. In fact, according to [Vista Retail Support](#):

70% OF CUSTOMERS ENJOY THE FULL EXPERIENCE OF GOING IN STORES TO BROWSE

59% ACTUALLY PREFER TO FIND AND BUY GOODS IN STORE

At Christmas, customers may do their shopping both on and offline; coming into the store to physically touch and try out the product, before purchasing it online, or researching it online before purchasing in store. Either way the in-store experience plays a critical part of the final purchase decision. It is crucial for you to ensure the upkeep of your retail display to maximise sale opportunities.

With heavy footfall through the Christmas period, it is easy for displays to deteriorate rapidly, particularly during the sales. By keeping it fully maintained, your display will last longer, look fresh and increase your sales opportunities.

We surveyed 200 retail professionals and found that 96% said retail displays are an important part of the customer experience and that a well-maintained display can boost sales by up to 30%.

MAINTAINING CUSTOMER-SAFE DISPLAYS

Heavy footfall heightens the need for rigorous in-store health and safety. Retailers are expected to protect anyone who enters their store - employees, volunteers, contractors or members of the public - from harm by removing anything that causes risks to a person's safety. During these busy periods, unmaintained retail displays can pose a risk through:

■ Unstable structures

Continue to check on the stability of display structures as general day to day wear and tear can cause them to become unbalanced, running the risk of collapsing and injuring someone or destroying products.

■ Faulty or damaged technology

Make sure that any display technology, products or information screens are in full working order to avoid electric shocks or cuts from broken glass.

■ Incorrectly mounted wall props

Ensure that any wall props are mounted correctly using nails and screws and not pins to avoid them becoming loose and falling.

■ Unprotected leads and wires

Take precautions to prevent customers tripping on cords or getting shocked by faulty wiring by never leaving wires exposed.

■ Sharp/broken edges

Monitor corners of displays to maintain smooth edges, avoiding snagged clothing, cuts and corners getting caught, bringing down full displays.

■ Goods stacked incorrectly

Ensure goods are stacked correctly and that products are accessible to customers to avoid them falling and injuring people.

■ Overloaded shelves/racks

Monitor the amount of stock on overhead shelves and racks and make sure that they are secured firmly to the wall to avoid them collapsing.

■ Exposed bulbs

Keep bulbs covered and out of reach of customers to avoid potential burns.

CREATING SUSTAINABLE RETAIL DISPLAYS

30% MORE WASTE IS CREATED DURING THE FESTIVE PERIOD, ACCORDING TO STATISTICS FROM PHS GROUP

86% OF RETAILERS BELIEVE SUSTAINABILITY IS IMPORTANT TO CUSTOMERS WHEN MAKING A PURCHASING DECISION, OUR RESEARCH FOUND, MEANING THAT THIS IS SOMETHING THAT CANNOT BE IGNORED DURING THE FESTIVE PERIOD

Visual merchandising such as window displays are highly disposable and often have to be changed overnight. Props and window stickers can be recycled by the installer so it is important that brands enquire about recycling processes that their providers can offer. Fixtures and fittings are used in-store for longer durations meaning that maintenance is key to prolonging their lifespan.

Prolonging the lifespans of fixtures and fittings links to the principles of the circular economy; an economic system aimed at eliminating waste and the continual use of resources. In these instances, there are options available to brands such as redeploying the fixture to be used elsewhere or, as a last measure, recycling it.

Our research shows that there is a definite interest from brands to become more sustainable; with 78% of consumer electronics brands already having a sustainability policy in place. Although implementing a sustainability programme on retail displays can seem expensive - incurring an average 18% rise in costs initially - doing so can have a positive impact on sales in the long run with respondents seeing an average 23% increase, according to our research.

YOUR CHRISTMAS MAINTENANCE WISH LIST

The benefits of a well-maintained retail display are clear, but how do you ensure that these are executed at all levels? Use this maintenance checklist to make sure that your displays are kept fresh, safe and looking their best throughout the whole of the Christmas period:

- 1 A considered and reliable maintenance agreement**

Agree on a maintenance plan with your provider before the installation takes place. This gives you a clear idea of what services are available to you, guaranteed response times, and what support you can expect from them going forward. Ask what working hours they are available during the Christmas period, such as Christmas Eve and Boxing Day.
- 2 A reliable helpdesk system**

Define a clear helpdesk process with your provider. Find out when help is available, particularly during the festive season. If something goes wrong on Christmas Eve, will there be someone available to fix it in time for the store opening on Boxing Day? Faults need to be flagged and recorded to be addressed in a timely manner.
- 3 Fully functioning display products with spares readily available**

Ensure that your display products are in full working order at all times and agree with your maintenance provider on a number of spare display products that can be kept available to replace any broken or stolen ones. Your electronic display products may need updates during their time on display and this is something that your maintenance contract should take care of, either through a visit in-store or a remote update.
- 4 Well maintained fixtures and fittings**

Branding, lighting and fixtures must be maintained to remain aesthetically pleasing and safe for people in the store, consider a proactive schedule of regular store visits to carry out checks on display health and merchandising compliance.
- 5 Security and theft measures**

Make sure you have security and theft measures in place, if you are selling electronic goods then look at the possibility of serial number tracking so any stolen items can be remotely disabled.
- 6 Data & Insight**

Reporting technology generates valuable insight to support the effective management of your display estate. Data can be harvested on the performance of the displays in-store as well as the service providers KPI's to provide insight and trends that drive continuous improvement.
- 7 A provider that is right for you**

Finally you need to be confident in the provider that you choose. They should be transparent about their processes and offer honest and open communication with you throughout the lifespan of the retail display. Confirm a comprehensive reporting system with them to monitor and provide insight into all aspects of the performance of the maintenance service.

YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION

Managing and maintaining your retail displays over the busy Christmas period can create many challenges.

At 100% Group we understand the importance of keeping retail displays looking fresh, eye-catching and in exceptional working order, from Black Friday, right through until the end of the January sales. By understanding these challenges, we are able to offer you in-depth expert advice, eco-friendly services and ongoing support.

WE TREAT EACH CHALLENGE AS AN OPPORTUNITY TO DISCOVER A BETTER WAY TO DO THINGS, SO WHETHER YOU'RE LOOKING TO EXPLORE WHAT 100% CAN OFFER, OR SIMPLY DISCUSS YOUR MAINTENANCE REQUIREMENTS, GET IN TOUCH TODAY.



Installation



Surveys and
audits



Updates



Maintenance



ReDeploy

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