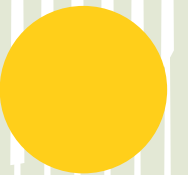




The  
global  
retail  
agency

# Retail Resilience: Display Maintenance and Enhancing The Customer Experience.



## The critical role of maintenance in enhancing in-store experience and sales.

In today's rapidly evolving retail landscape, where technology and customer expectations are higher than ever, the importance of maintaining your in-store experience cannot be overstated. Retailers are increasingly investing in immersive, tech-driven experiences to attract and retain customers, but with these advancements comes the critical need to invest in robust maintenance strategies. A well-maintained retail environment is not just about aesthetics; it's about ensuring every customer interaction with your brand is seamless, engaging, and reflective of the quality you offer.

Investing in well-functioning retail displays is particularly crucial in an era where "try before you buy" heavily influences consumer decisions. With 66% of shoppers preferring to test products in-store, even if they purchase online, well-maintained displays can boost sales by up to 30%, highlighting their significant impact on customer experience and sales.

### **What will this document discuss?**

This guide explores the crucial role that maintenance plays in safeguarding your brand's reputation and ensuring a consistent, high-quality in-store experience. We will cover the essential factors you need to consider when planning your maintenance strategy, the benefits of investing in both proactive and reactive maintenance, and how a well-maintained store environment directly impacts customer satisfaction and sales.



# Maintenance Checklist.

Here's a comprehensive checklist to ensure your retail environment remains well-maintained, safe, and effective in delivering the best customer experience:

## 1 Assessment of Retail Assets:

- Identify all critical in-store assets including demonstration products, fixtures, and technology.
- Regularly evaluate the condition of these assets to determine maintenance needs.

## 2 Proactive Maintenance Planning:

- Schedule regular checks and updates for all display fixtures and technology.
- Implement a refresh cycle for store aesthetics to keep the environment appealing and up-to-date.

## 3 Reactive Maintenance Protocols:

- Establish a clear process for responding to unplanned downtime.
- Ensure quick access to spare parts and skilled technicians to address issues promptly.

## 4 Technology and Network Management:

- Monitor and manage in-store technology remotely to pre-empt issues before they affect customers.
- Ensure all digital displays and interactive elements are functioning optimally.

## 5 Compliance and Safety Checks:

- Regularly check that all displays and fixtures comply with health and safety regulations.
- Address any potential hazards immediately to ensure customer and staff safety.

## 6 Performance Monitoring and Reporting:

- Use data and insights from your maintenance activities to continually improve your in-store experience.
- Track maintenance requests, resolution times, and recurring issues to refine your maintenance strategy.

# Benefits of Investing in Maintenance.

Investing in regular maintenance for your retail environment is crucial for ensuring a seamless customer experience and maximising sales opportunities. Below are the key benefits of maintaining well-functioning, engaging displays that not only enhance the shopping experience but also strengthen your brand's reputation.

1

## Increased Consumer Confidence

Allowing customers to interact with a product before purchasing it greatly increases their confidence in making a purchase. Studies show that 66% of shoppers prefer to see and try a product in-store before buying it, even if they ultimately make the purchase online. This trend underscores the importance of having functional, engaging displays that allow consumers to experience the product fully.

2

## Higher Conversion Rates

Functional retail displays that showcase products effectively can significantly boost conversion rates. When customers can interact with a product—such as testing the features of an electronic device, feeling the texture of a fabric, or experiencing a fragrance—they are more likely to purchase that item. Interactive displays have been shown to increase sales by as much as 30%, making the shopping experience more immersive and enjoyable.

3

## Maximising Sales Opportunities

Effective displays capitalise on impulse buying behaviours. Research indicates that 19% of customers make impulse purchases after seeing an attractive digital or physical display. By ensuring that your retail displays are always functional and visually appealing, you can capture these impulse purchases and maximise sales opportunities.

# Benefits of Investing in Maintenance – Continued.

4

## Enhanced Customer Experience

A well-maintained and functional display ensures a seamless customer experience. When customers encounter a malfunctioning display, it can lead to frustration and lost sales. On the other hand, a fully operational display can enhance the shopping experience, making it easier for customers to find information and make purchasing decisions.

5

## Strengthening Brand Perception

Functional retail displays reinforce the quality and reliability of your brand. A broken or outdated display can negatively impact how customers perceive your brand, suggesting a lack of attention to detail or quality. Conversely, a high-quality, interactive display can enhance brand perception and encourage customer loyalty.

6

## Balancing Proactive & Reactive Maintenance

Proactive maintenance involves regular checks and updates to prevent issues, while reactive maintenance addresses unexpected problems as they arise. Proactive maintenance reduces the likelihood of disruptions, ensuring a consistently smooth shopping experience. Reactive maintenance ensures quick resolution of unforeseen issues, minimising downtime and maintaining customer satisfaction. Balancing both approaches maximises the effectiveness of your maintenance strategy, ensuring that your displays and technology always operate at their best.

### Conclusion:

In the competitive world of retail, where every customer interaction counts, investing in maintenance is not just an option—it's a necessity. By implementing a comprehensive maintenance strategy, you can ensure that your store remains a powerful touchpoint for your brand, offering customers an experience that is not only visually appealing but also functional and reflective of your brand's quality. Maintaining fully operational and engaging retail displays is essential to capitalising on "try before you buy" behaviours, increasing sales conversions, and strengthening overall brand perception. Use this guide as a roadmap to protect your brand's assets, enhance customer satisfaction, and drive sales through a well-maintained retail environment.

# Benefits of Maintaining Retail Displays for Sustainability.

1

## **Extended Lifespan:**

Well-maintained displays can last up to two years longer, reducing the need for replacements and minimising waste. By prolonging the life of your displays, less material ends up in landfill, supporting a circular economy.

2

## **Reduced Resource Consumption:**

Regular maintenance reduces the need for new displays, cutting down on the raw materials required for manufacturing. By refreshing existing displays, you can maximise return on investment while minimising environmental impact.

3

## **Improved Performance and Customer Satisfaction:**

Properly maintained displays are more effective, leading to increased sales and higher customer satisfaction. Happy customers reduce the pressure to frequently update or replace displays, further cutting down on material consumption.

4

## **On-Site Repairs and Troubleshooting:**

Skilled maintenance teams can repair damaged components and troubleshoot issues on-site, eliminating the need for full fixture replacements. This significantly reduces waste and the carbon footprint associated with producing and transporting new displays.

5

## **Sustainable Refreshing:**

Updating existing displays with maintenance and minor modifications gives them a fresh look without the need for entirely new fixtures. This approach aligns with the "reduce, reuse, recycle" principle of sustainability.

**By investing in a comprehensive maintenance plan from the outset, brands can significantly extend the lifespan of their displays, reduce waste, and minimise their environmental impact—all while maintaining an attractive and effective retail environment.**

# The freedom to inspire your shoppers globally.

From scoping and planning to implementation, retail installations should be seamless, consistent, and of the highest quality.

Managing multiple vendors across different stores or countries requires vast resources and local knowledge, leading to potential miscommunication and inconsistencies.

For many brands, deploying internal resources for projects isn't feasible. Relying on store staff risks incorrect installations or non-installations, jeopardising your brand reputation, sales, and wasting time, money, and resources.

Our comprehensive solutions are designed to overcome these challenges, ensuring your retail installations are executed flawlessly, preserving your brand integrity, and optimising resource efficiency.

Enabling brands to reach shoppers globally



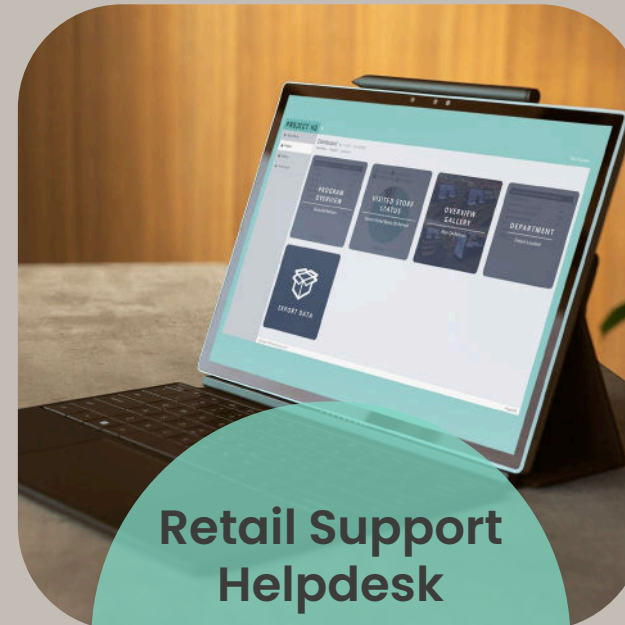
# Maintaining your brand in retail.

Maintenance solutions manage the continuous and relentless nature of retail to optimise the shopper experience.

To maximise and protect your brand assets in retail our maintenance services span everything from replacing broken or stolen demonstration products and fixture repairs, to compliance checks and general upkeep of the display aesthetics.

We offer reactive and proactive packages, covering global retail support helpdesk, remote diagnostics and on-demand or scheduled field engineering visits within defined service level agreements.

We keep you connected to data & insight through our online platform giving you visibility of performance reporting, estate management & inventory.





# Common repairs during routine maintenance visits.

## Replace stolen devices

Before



After



## Replace HDMI Cable and SD card

Before



After



## Broken shelves replacement

Before



After



## Door unit repair

Before



After



# We specialise in impactful and innovative solutions for:



Permanent POP



2K BOOST  
Temporary POS



Pop-ups



NIKE AIR MAX 90  
ULTRA 2.0 FLYKNIT  
Window Displays



88  
Vinyl Graphics



SONOS  
Shop-in-shop

# Client Case Studies & Testimonials.



Imperial Brands tasked us with a comprehensive challenge: to deliver both reactive and preventive maintenance solutions across their UK estate.



“I love working with 100% Group and have come to trust colleagues implicitly.”

“Really appreciate the extra mile you go in the delivery of customer service for both ITL and our customer.”

“All has gone very smoothly with no issues; the managers are very happy with the works.”

[View Full Case Study](#)



Amazon's primary objective was to elevate the customer experience and optimise operational efficiency within their retail spaces.



“We are really pleased with the performance delivered by the company, a passionate team of proactive people, with great “can-do” attitude.”

[View Full Case Study](#)

Can we rethink retail for the better?  
**UNDOUBTEDLY!**

Will your next campaign benefit  
from our vast experience and  
centrally managed solutions?  
**100%**

Ready to bring your vision to life? Let's  
discuss your next project and embark  
on a creative journey together!

To discuss your next project, contact  
our team:

