

MOOD: MEDIA

TRUST, ASSURANCE AND YOUR CUSTOMER EXPERIENCE: 5 KEYS

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Today we find ourselves in the midst of a “new normal,” in which trust and assurance are core elements of a successful in-store experience.

Now more than ever, customers, patients, guests and employees need the peace of mind in knowing that the places where they shop, dine, stay, work, seek entertainment and healthcare provide a clean environment and a positive experience. As a result, businesses from all industries are now challenged to earn a higher level of trust by consistently providing that necessary level of assurance.

What clean means today is not what it meant yesterday. Traditional cleaning methods alone don’t achieve the level of assurance needed in today’s commercial and work environments. A much more comprehensive approach to

cleaning is now required for businesses to keep their doors open. Such an approach is also an important way that employers like you can **do their part to keep their workforce present and confident** in their work environment.

Additionally, businesses are tasked with **openly communicating their commitment to assurance** and **reinforcing best practices** that help maintain the necessary level of safety on their premises. Doing so is an important way to generate the peace of mind that keeps customers coming back.

Here are five keys to overcoming the many facets of this overarching challenge to achieve the level of trust that the customers and workforce of today and tomorrow demand.

#1: Establish a new level of clean.

As mentioned previously, traditional commercial cleaning practices don’t provide the level of assurance needed today. Before, cleaning visible dirt and dust, and (if you’re in a food service industry) complying with food service regulations were generally sufficient practices for keeping your doors open and making a great impression on customers. However, the standards for cleanliness are rising and the guidelines are becoming more stringent. It’s now your responsibility to meet these standards.

Fortunately, there are [a variety of new tools available](#) that can help businesses establish a new level of clean. We’ll list a few of the latest solutions to help you get started.

- + **Antimicrobial LED Continuous Cleaning.** Antimicrobial LED lighting that continuously creates an inhospitable environment for bacteria, fungi, yeast and mold to grow and spread on surfaces. It comes in a variety of models, from can fixtures and recessed lighting to overhead luminaires and troffers.
- + **UV Lighting Solutions.** UV light that focuses on inactivating dangerous microbes by impairing their ability to reproduce. This solution operates in 15-30 minute cycles, in the absence of personnel.

- + **Electrostatic Spraying.** This solution creates charged micro-particles that cleanse places where germs thrive and multiply. This cleaning solution creates a pristine baseline for implementing other cleansing initiatives. Electrostatic spraying offers a more thorough level of cleaning than traditional cleaners and detergents, and in the long term, they can be much more cost-effective.
- + **Antimicrobial Coating Solutions.** Scientifically developed coating solutions, including TiO2 applications, which contain a novel compound that adheres to surfaces to address germs, bacteria and viruses. Antimicrobial Coating has a long-lasting effect.



#2: Screen guests and staff.

One of the most effective ways to provide greater assurance is by screening guests and staff. **Health monitoring solutions**, such as health check kiosks, represent the first phase in a Customer Experience with greater peace of mind. A freestanding digital kiosk is placed near the entrance of a business, enabling visitors to check their temperature, sanitize their hands and obtain additional safety items such as disposable face masks and gloves.

The kiosk is also a great place to include visual messaging that communicates your best practices and other pertinent information (see #3). Needless to say, having health monitoring kiosks at or near the entrances of your business will make a tremendous impression on customers, guests and staff, instilling a high level of peace of mind and trust.

#3: Share your commitment to trust and assurance.

Businesses must openly and actively communicate their commitment to trust and assurance. While on-hold messaging, overhead messaging and digital signage are great for promotional purposes, you should also use these channels to explain and illustrate the measures you've implemented to bring greater assurance in your business environment.

For example, you can play short messaging clips and show videos that demonstrate the advanced cleaning technology you use. If you have health check kiosks in place, you can provide audio and visual reminders for customers to use this technology. Finally, don't be afraid to come right out and say, "We're glad you're here and we're dedicated to your well-being."

#4: Share best practices.

Another important way to express your commitment to assurance is by sharing best practices with customers and staff. You can do so most effectively with messaging and digital signage. Typical best practices include, but aren't limited to: "Please maintain a distance of 6 feet apart," "Avoid touching your face," "Team - wash hands often for at least 20 seconds."

Some businesses are visually communicating such messaging with static print signage, but keep in mind that digital signage is far more engaging and appealing to your customers. It's also much more effective at getting the attention of your staff when used in back-of-house applications. Additionally, one of the biggest advantages of digital signage over print is that you can update digital signage instantly, helping you reduce print costs and keep your messaging relevant and up to date. This feature is critically important in the event of emergency communications and when faced with the need to communicate quickly and consistently at scale.

#5: Create a welcoming and comfortable environment.

Creating a cleaner environment is essential for business operations, but it's still important to continue making customers feel welcomed. During uncertain times, your ability to create a positive experience that helps customers and staff feel more relaxed and at ease will go a long way in establishing lasting trust and loyalty.

Your staff may be wearing facemasks and keeping their distance, but are they continuing to smile, make eye contact, and greet customers? Are they offering help?

Remember, your ability to instill trust and assurance among your customers and staff will have a tremendous impact on the impression of your brand and on your bottom line. Don't cut corners - take the appropriate measures to create a cleaner business environment according to the latest standards. Communicate your commitment to assurance frequently, share best practices and continue creating a memorable, welcoming Customer Experience that establishes an essential level of trust.

For more information and a free consultation on creating a successful Customer Experience that achieves these objectives, contact us today.