

## **OPTERUS' COVID-19 RESPONSE – THE LEADING SOLUTION FOR RETAILERS**

We are a year into the pandemic, and I know for most folks, it feels like a lot longer than that. Due to the uncertainty we continue to face, we have all needed to think about new ways of working with people which has also led to creating new ways of doing business.





Retailers are facing store closures, stringent regulations on how to interact with customers and associates, sanitation guidelines, curbside pickups, increased e-commerce, and most importantly, how to keep associates and customers safe. Operational readiness, which our clients tell us is a given when using OPSCENTER, is essential for effective communication and store

execution. Especially during this pandemic, whether your store locations are open or not, the need for a communication tool to keep associates informed, in compliance has become even more essential to running your retail operations.

Our amazing client Lindt, in fact, won a Retail Innovator award, in the category, Pivot Strategy/Crisis Management for their use of OPSCENTER during the pandemic. Lindt is a Swiss chocolatier and

confectionery company founded in 1845 and is now an international conglomerate sold in more than 80 countries with 500 chocolate shop locations. Lindt was faced with the challenge of implementing closures and then reopening 50 Lindt Chocolate Shops across North America. OPSCENTER was the nerve center that Lindt used to facilitate efficient and effective communications, tasks, training, and compliance during critical store closures and again when the stores began to reopen.



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To facilitate this, Lindt created a Reopening Dashboard in OPSCENTER, which functioned as the central hub of the reopening direction and communication. All information was presented in numbered order so that store managers would know exactly where to begin and how soon each step needed to be completed upon returning to work.

Operational readiness through OPSCENTER meant Lindt was prepared to reopen each location immediately upon governmental or mall clearance. The competency Lindt has in the retail industry was evidenced by being one of the first retailers open and ready for safe shopping. Their preparedness assures employees, customers, landlords, and the communities in which Lindt operates that they are steadfast, reliable, and strong at a time when the retail industry is facing significant challenges.

Being one of the first retailers open also allowed Lindt to connect with the most intrepid, early consumers eager to get back to shopping. These early shoppers provided a vital stream of revenue and valuable feedback on the shopping experience Lindt had created for the COVID world. Consumers shared that they felt secure and confident shopping with Lindt because of the safety measures that were in place and because the staff all demonstrated expertise and assuredness throughout the shopping experience.



Let Opterus help you with all your operational needs by using the best solution in the industry to keep your store associates working confidently and safely.

If you are ready to enhance your retail operations for the balance of 2021 <u>please visit our site for more</u> <u>information on the clients we helped and OPSCENTER details</u>. If you like what you see you could be OPSCENTER launched in as little as 30-days.

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