



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.



