



Retail Service Leadership Exchange Forum

Virtual Meeting & Survey #4: Themes & Takeaways

**8
weeks**
feels like
a year!



- **Agility.** Being able to learn on the go and continue to iterate are essential.
- **Speed.** Nimbleness around change is key. Decisions must be made rapidly.
- **Flexibility.** Associates who are coming back to different roles and responsibilities (from salon worker to curb-side deliverer or cashier), are showing they're committed and want to be part of the solution.
- **Openness to feedback.** Ideas and suggestions from the field are more important than ever.
- **Trust.** Employee retention hinges on it.

Things are changing rapidly, daily, and we are learning on the fly.



- **Necessity is the mother of invention.** We're changing and recreating how we do business as we go along, learning and perfecting on the fly. (*e.g., curbside delivery and touchless transactions processes, training and communication*)
- **Keep it simple.** Be clear and direct with communications, processes, etc.
- **Service is changing.** You can't see a smile through a mask or 6 feet away. With COVID-19 processes and safety standards, how can associates build trust with clients/customers?
- **Shared responsibility** between the customer and the associate to collaboratively keep *each other* safe.
- **Is the customer still always right?** Safety is the overarching priority. Associates have seen their front-line co-workers get sick or die. They know it is real and why processes have to be followed.

