

How retail can benefit from Nuclias as Covid-19 continues

As winter approaches and the Covid-19 continues to impact health services, the economy, and daily life, innovation in technology solutions is providing a beacon of hope. At a time when retail businesses are grappling with new restrictions and adapting to government guidelines, they are also attempting to recover from the lack of footfall during the lockdown.

Losses in retail

The retail sector in Europe was predicted to lose of over four billion euros. With the crisis wearing on and losses likely to steepen, the retail industry will need to continue to adapt to ensure the survival of businesses.

Although many have already proven they are up to the challenge – such as supermarkets, a leading example of how business can stay open safely during the pandemic – wise investment is needed to ensure the health of business during the winter months ahead.

Re-opening

Businesses have had to rethink basic processes in line with government advice and customer expectations, such as implementing social distancing measures, hand sanitising posts, as well as track and trace systems. It is in this space that innovative technology will play a significant role in supporting the retail sector, For example, we have already seen the widespread implementation of temperature screening cameras and the development of apps and digital tools.

In some countries, guidelines suggest one-way flow systems, limits to customer numbers allowed in a store at one time and screens to create a safety barrier between customers and employees. Not to mention, cashless payments/refunds and a limit on customer services. However, looking forward, decision-makers should be investing in innovative technology to support their retail businesses.



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Increasing (safe) Footfall

With many not yet comfortable with the idea of returning to in-store shopping, there has been a clear shift towards online shopping. Although convenient, online shopping is not an all-encompassing solution – especially as people are consistently spending most of their time in-doors and many will be looking for a reason to leave their computer screen and get out of the house. It is up to retail businesses to ensure they present a safe, secure environment that alleviates customer worries and allows them to enter establishments, knowing that precautions have been taken.

3rd Party integrations

In addition, 3rd party integration products such as Fydelia, Stampede and Purple have begun making use of their software features to enable track and trace. Through automatically checking customers in via guest Wi-Fi, this type of software allows establishments to gather personal information as well as to measure and analyse footfall. In this way, businesses can ensure compliance with social distancing regulations, as well as easily gather client information and make contact with them if they need to. Where Wi-Fi is unavailable customers can make use of a QR code, which is also integrated with the 3rd party software.

Key points to consider

There are a number of network management products that can support track and tracing capabilities, and there are some key points to consider when deciding which solution to select:

- Choose a solution that comes with a customisable captive portal, enabling an automatic check-in where customers can input their details
- Select an option that will uphold GDPR compliance for your business, knowing that the data will be stored safely and securely to avoid privacy concerns
- Consider the size of your business when choosing what network management solution would work best for you, to make sure that it will meet the demand
- Go for a solution that supports centralised management as this will alert you to any issues before they become disruptive
- Consider an option that includes analytics and reporting functions to provide a transparent view of your network

Track and Trace

In the case of track and trace, the premise is simple. By temporarily collecting and storing customers' data, establishments are able to notify them whether they have been exposed to the virus in the event where one or more clients test positive for COVID-19. This process allows those who have frequented a vicinity at a certain date and time to be contacted and therefore take necessary precautions.

Captive Portal

The customisable captive portal allows businesses to create a built-in track and trace option via the Wi-Fi check-in, collecting the necessary customer information easily. It can also be configured to hold customer data for a set period of time too, allowing businesses to make sure that they are meeting government guidelines and GDPR regulations.

Although retail is facing an uncertain time ahead, there is no shortage of innovative solutions to support the everyday running of businesses, as well as compliance with Covid-19 measures. Especially those that, not only play a role in maintaining the health and safety of staff, but also mitigate the spread of the virus and can help ensure the safety and security of customer data.

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