

# TRANSFORMING

## THE RETAIL CHECKOUT LINE

FOR HIGHER PROFITS AND HAPPIER CUSTOMERS



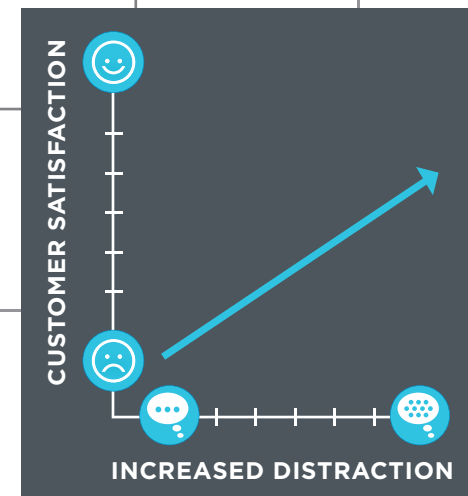
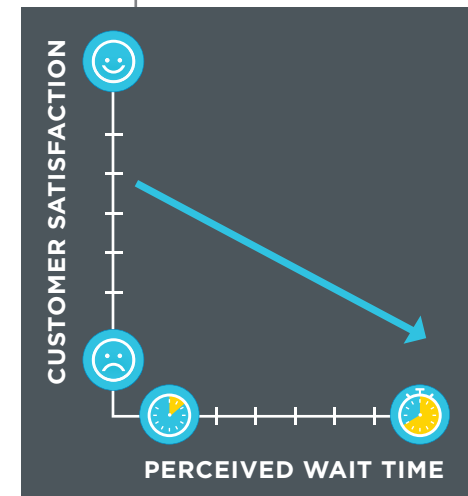
**A ROADMAP  
TO IN-QUEUE MERCHANDISING**

# THE SITUATION

## Success is won or lost at the retail checkout line.

Experts warn that a retailer's success is largely won or lost at checkout. Yet, in many retail locations, time spent waiting in the checkout line is idle time for customers and the checkout queue is relegated to wasted space and lost revenue. Too often, waiting lines are perceived as a 'necessary evil' rather than as an opportunity to increase profits and customer satisfaction, driving return visits and long term success for a retailer.

A well-regarded 1989 MIT study taught us that as the perception of waiting time increases, customer satisfaction decreases. Meanwhile, if customers are distracted while they wait, their experience is more interesting and customer satisfaction increases. Combine this with the knowledge that 65% of retail sales are driven by impulse shopping, and you find a clear opportunity to use in-queue merchandising to transform the retail checkout line for higher profits and happier customers.









# THE OPPORTUNITY

## Transform the waiting-line experience.

Merchandising in the queue can transform wasted, idle space into profit-generating, customer-satisfying space. Merchandising racks combined with line-forming stanchions and belts can turn a haphazard waiting line into an orderly, interesting, and productive queue.

In queue merchandising offers the opportunity to:

-  **Increase profit per square foot**
-  **Capture more impulse sales**
-  **Keep people occupied while waiting**
-  **Decrease perceived wait times**
-  **Boost customer satisfaction**
-  **Facilitate customer flow**



# PLANNING YOUR APPROACH

## Start with the end in mind.



In planning your in-queue merchandising strategy it's best to define your desired result first. Identify the most pressing issues related to your current queuing approach, set a vision for how you want your queue to end up, and then work backwards to define the necessary products and solutions.

Here are some of the key considerations:

- ✔ **LINE FORMATION** – Is yours a single-line or multiple-line queue? The formation of your queue will have obvious implications for the amount and type of merchandising displays your line will accommodate.
- ✔ **SPACING** – Your queue lanes need to be wide enough to accommodate people, merchandise, and depending on your store, shopping carts. Give your line enough space and consider a single-line serpentine queue for smaller areas.
- ✔ **COMBINING BELTS & MERCHANDISE RACKS** – A typical checkout line is formed by stanchions and retractable belts. Merchandising should typically be combined with, rather than a replacement for, belts and stanchions.
- ✔ **MERCHANDISING DISPLAYS** – Hooks, baskets, trays, bowls, panels, the types of displays are as varied as the products you might display. Match fixtures with products to create an effective display.
- ✔ **MARKING AN ENTRANCE** – Create a clear and recognized “clue to the queue” by marking the entrance with post-top signage and a belted stanchion.
- ✔ **MAKING IT SCALABLE** – If the number of people standing in line tends to ebb and flow throughout the day or week, consider allowing for short cuts in the line, made possible by opening up a retractable belt. Just make sure you still have merchandise available on the short cut line.
- ✔ **IN-QUEUE SIGNAGE** – Signage combined with in-queue merchandise helps to draw attention and bring clarity to the products you're promoting. Post-top signage can also provide necessary instructions and direction to those standing in line.









# AVOID THESE PITFALLS



## It's easy to get carried away.

In-line merchandising requires careful planning and consideration. Too much of a good thing is still too much. Not enough means lost sales. And regardless of the amount of merchandise you place in the queue, the arrangement of products, displays, stanchions, signage, and other queuing necessities must be just right as well.

Here are some pitfalls to avoid as you transform your waiting line with merchandising:

-  **OVERDOING IT** – It will take some experimentation but all customers have their limits. Find where your customers draw the line and don't cross it.
-  **PILING IT HIGH** – Those 5-foot tall gondolas may sound like a good idea but your customers can soon feel trapped. Not to mention the potential shrinkage as customers can easily “hide” behind tall merchandise displays.
-  **MERCHANDISING ON THE TURNS** – Avoid merchandising on the “turns” in your line—especially if your customers are pushing shopping carts. The inevitable knock-overs, crushes, and product damages create a loss for the retailer and embarrassment for customers.
-  **PLACING CUSTOMERS IN A PINCH** – Merchandising narrows the width of your queue so be sure to account for racks, displays, tables, etc. when planning your allotted queuing space. No one wants to have to “squeeze on by.”
-  **NEGELECTING THE SHORTCUT** – When using retractable belts to lengthen or shorten your line during busy or slow periods, don't leave the merchandising behind. Make sure you have merchandise in the line, regardless its length.
-  **FORGETTING THE CLUE TO THE QUEUE** – All of that great merchandise you have in line will be for naught if people fail to recognize where the line begins. Merchandising displays can start to make a line look less like a line, causing people to go around it or simply get frustrated and renege. Take note: a belted stanchion and a post-top sign are the universal symbol of “line forms here.”

Read our complete list of 10 In-Queue Merchandising Mistakes at <http://bit.ly/in-line-merchandising>.



# FOR YOUR IDEA BOARD



## Up the cool-factor in retail merchandising.

### Impulse Merchandising Bowls

Merchandising bowls are easily attached to stanchions or mounted to the sides of posts and drive seemingly instant sales.



### Display Panels, Slat Walls, and Merchandising Racks

Lightweight aluminum display walls are easily connected to upright posts to maintain the queue configuration; they also work as a portable, stand-alone merchandising system.



### In-Line Tables

In-line tables attach to stanchion posts to assist in the formation of a queue while creating convenient stations for filling out paperwork.



### Merchandising Signage

Post-top signage can direct customers' attention and provide necessary details related to items for sale in the queue.



### Rigid Rail Signage with Hooks and Shelves

Firm up your line with rigid rails and still allow for merchandising shelves and hooks hung directly on the rails.



# BONUS POINTS

## Digital Signage + In-Line Merchandising



Adding digital signage to a queue populated with related in-line merchandise can send impulse sales skyrocketing.

How-to videos, promotional videos, and other creative digital media can be used to promote products on display in a queue to keep customers entertained and engaged in the extended in-queue shopping experience.

Between-queue messaging, together with in-line merchandising, can increase impulse sales at check-out by as much as

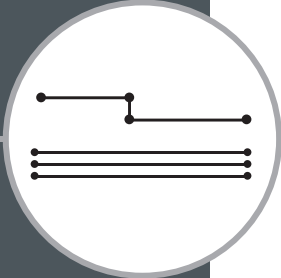
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# GETTING STARTED

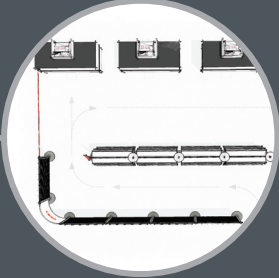
✔ Decide How Much Space You Have



✔ Determine Your Line Configuration



✔ Diagram the Queue



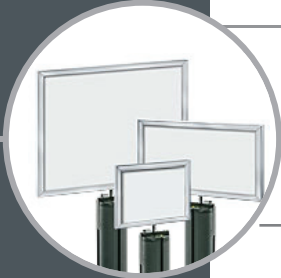
✔ Select Product Mix



✔ Select Merchandising Fixtures



✔ Add Signage



✔ Implement!





# TRANSFORM

## YOUR RETAIL CHECKOUT LINE

### WITH IN-QUEUE MERCHANDISING



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A SALES CALL**

The logo for Lavi Industries, featuring a stylized yellow 'L' shape composed of two vertical bars of different heights.

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