

# 4

## Areas That Will Provide a Pleasant Seasonal Shopping Experience for your Customers

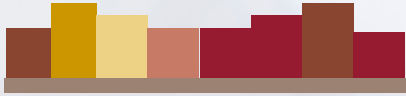
### Quality

Keep your store neatly organized and products properly displayed throughout the seasonal demand. Clustered shelves and aisles will prevent shoppers from navigating and finding the items they're looking for.

61%

61% of shoppers rank the **quality** of merchandise as one of the **top factors** in deciding where to shop.

Help your customers take the stress out of holiday shopping by keeping popular **items in-stock**.



### Communication

Be sure your inventory is well stocked, accurate, and in-sync across your retail omnichannel platforms from online, to mobile, to in-store by properly and efficiently communicating across the platforms with the customers.



### Customer Service

Extra staffing support is crucial to maintaining the store in its ideal and optimal performance.

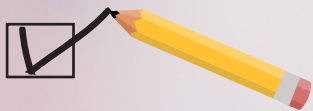
It's essential to have the right team who understands the store environment and experienced in seasonal needs.



From store cleanliness to employee attitude, a **pleasant** shopping experience begins when the customers enter the store.

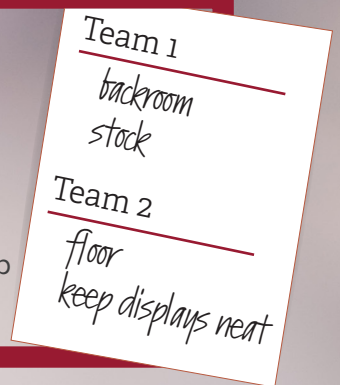


Keep one team dedicated to **helping customers** while having another focused on the items in store.



### Dedication

By having teams dedicated to different aspects that contribute to the shopping experience, you can greatly increase efficiency, reduce cost, and as a result, keep the customers happy!



**Need help getting started?** Find out more on what we could do during the holiday season to help you achieve all four areas, so you can provide a great shopping experience for the customers at [rgis.com/seasonal-support](https://www.rgis.com/seasonal-support)

NRF Holiday Headquarters: <https://nrf.com/resources/consumer-research-and-data/holiday-spending/holiday-headquarters>

