

Keeping Up With Quick Shoppers:

A How-To Guide for Convenience and Safety

COVID-19 is having a profound impact on U.S. shopping behavior, both online and in-store. What's more, the new "quick shopper" (someone limiting his or her shopping time) will not disappear after the pandemic passes. This is what you need to know to help your business thrive in the new normal.

Changing Priorities for Shopping in the U.S.

Pre-Pandemic Priorities...

48% - Quality

47% - Price

24% - Brand

And the New, Quick Shopper...

49% - Availability

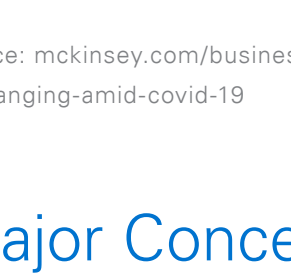
36% - Price

34% - Quality

Source: [marketingweek.com/how-covid-19-has-changed-shopper-behaviour](https://www.marketingweek.com/how-covid-19-has-changed-shopper-behaviour)

The Rise of Blended, Online and In-Store Buying

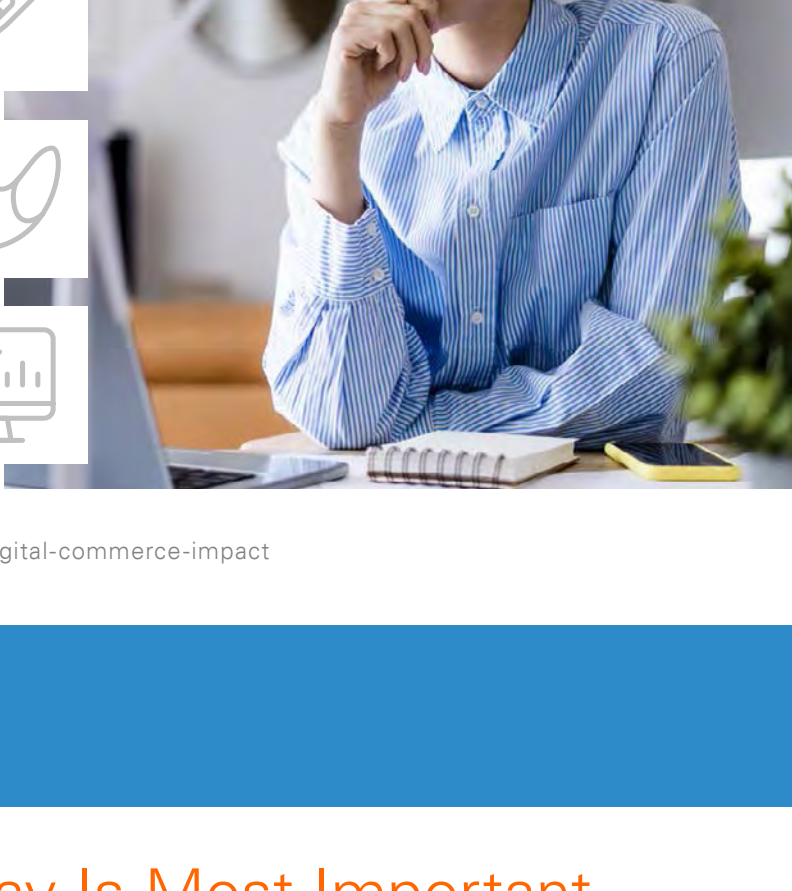
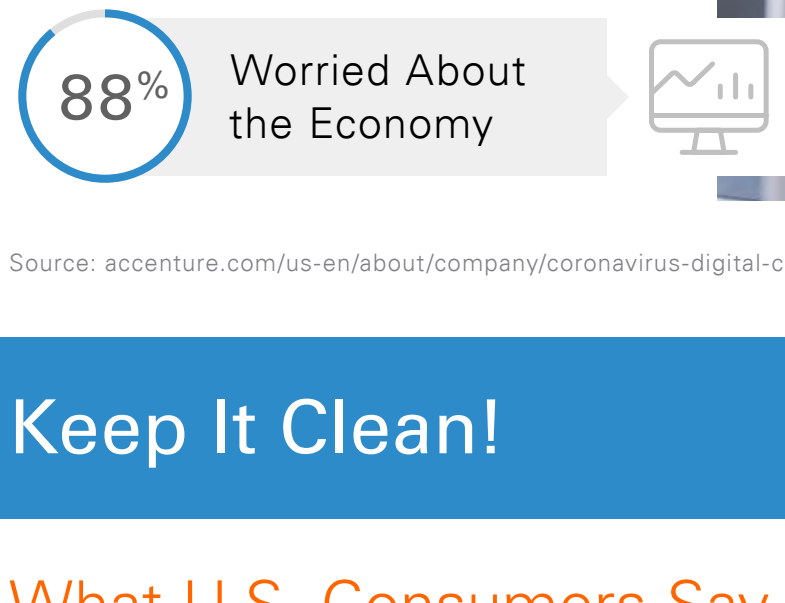
30 – 40+% Increase in:



- Buy Online for Inside Pickup
- Quick-Service Restaurant Drive-Thru
- Restaurant Curbside Pickup
- Store Curbside Pickup

Source: [mckinsey.com/business-functions/marketing-and-sales/our-insights/a-global-view-of-how-consumer-behavior-is-changing-amid-covid-19](https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/a-global-view-of-how-consumer-behavior-is-changing-amid-covid-19)

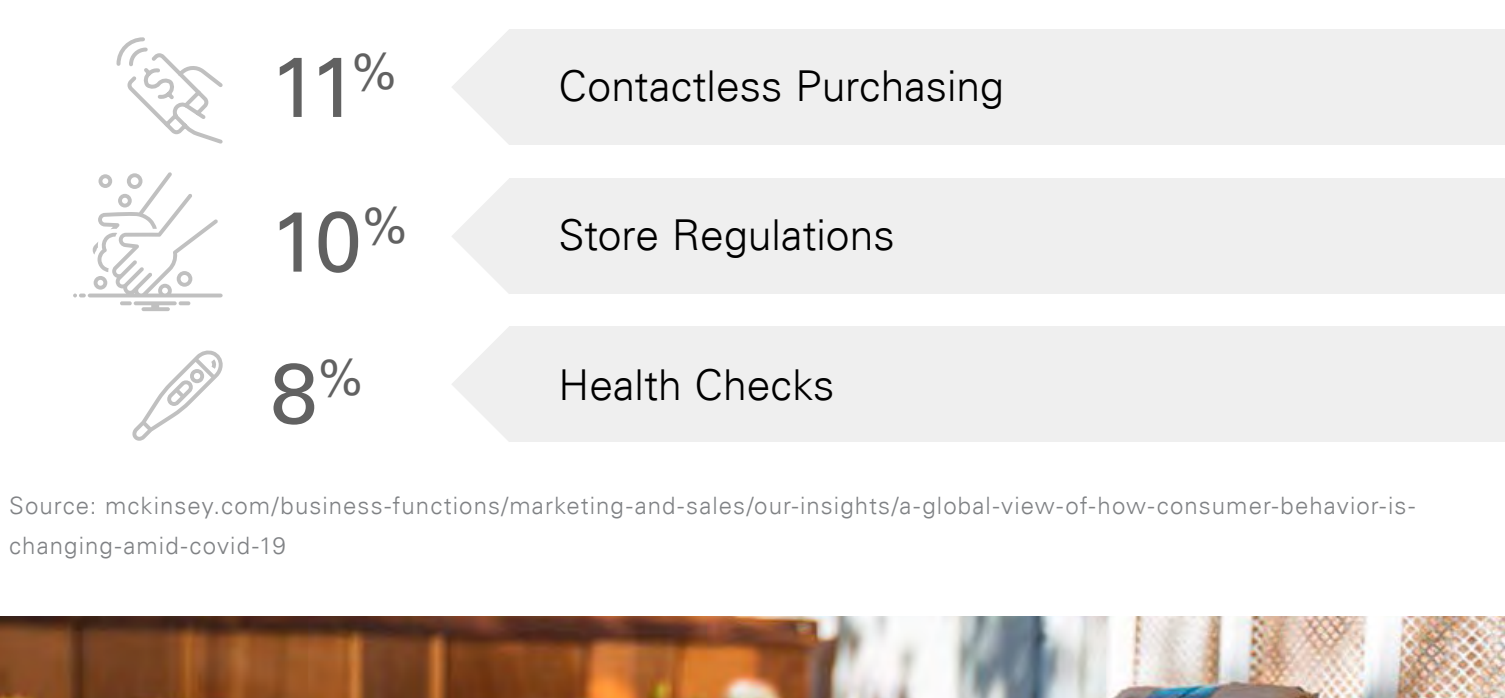
Major Concerns of the Quick Shopper



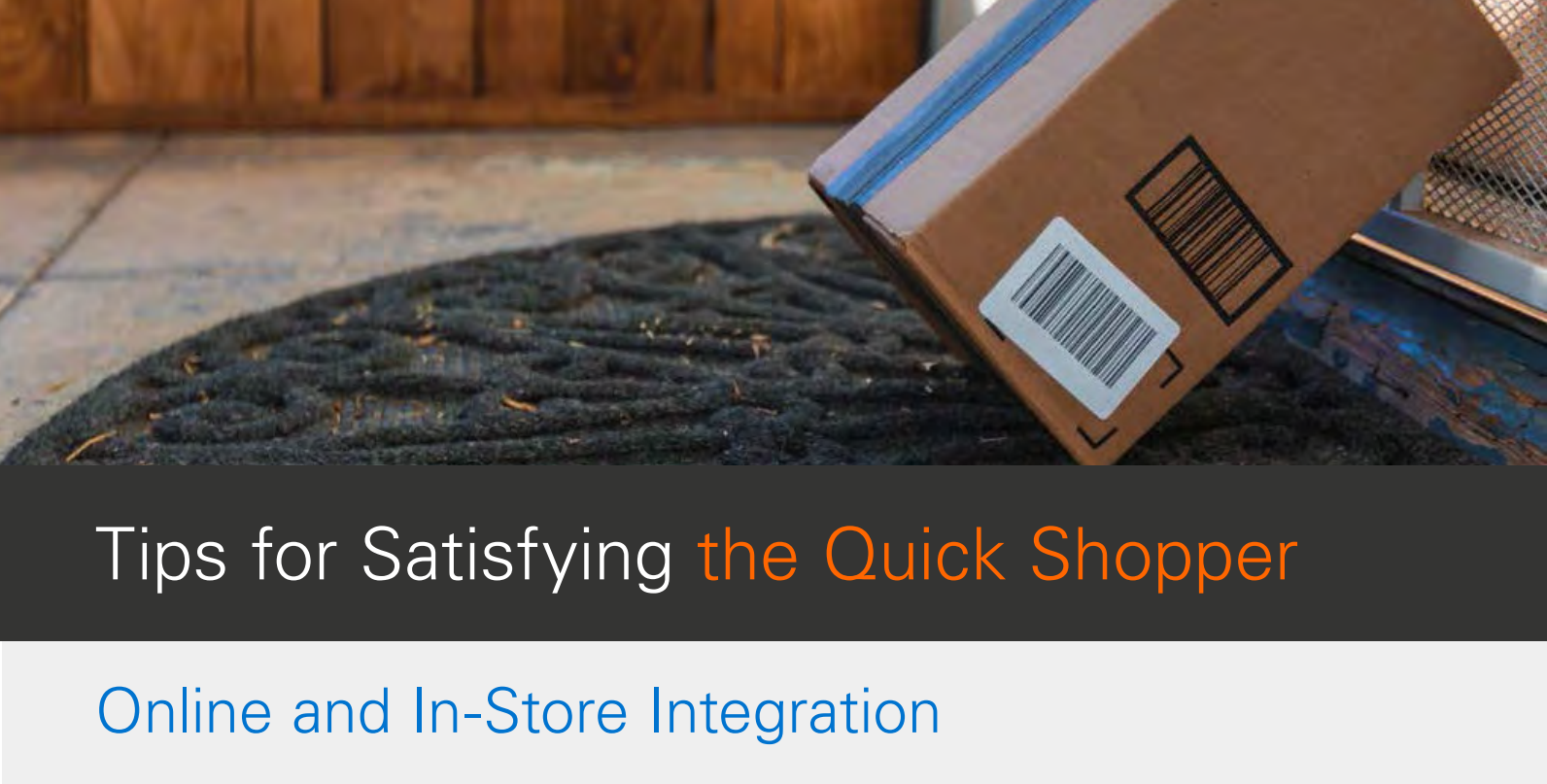
Source: [accenture.com/us-en/about/company/coronavirus-digital-commerce-impact](https://www.accenture.com/us-en/about/company/coronavirus-digital-commerce-impact)

Keep It Clean!

What U.S. Consumers Say Is Most Important for In-Store Shopping



Source: [mckinsey.com/business-functions/marketing-and-sales/our-insights/a-global-view-of-how-consumer-behavior-is-changing-amid-covid-19](https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/a-global-view-of-how-consumer-behavior-is-changing-amid-covid-19)



Tips for Satisfying the Quick Shopper

Online and In-Store Integration

Make online and in-store operations work together seamlessly.

- Add eCommerce to your store's website
- Offer home delivery or buy online pick up in store (BOPIS) or curbside options
- Personalize digital marketing campaigns with offers and discounts
- Expand social media presence for engagement and brand awareness

Inventory Management

Understand that product availability is more important than ever.

- Increase minimum inventory levels, streamline supply chain and develop alternate fulfillment channels to reduce lead times and backorders
- Be transparent in showing consumers product availability
- Display recommended alternative products for online purchasing and in-store product look-up
- Provide customers with online or email alerts when products are no longer available and once again available

Changing the In-Store Experience

Reassure customers that health and safety are your top concerns.

- Offer low-touch and/or contactless payment processing, such as Apple Pay®, self-checkout and prepayments
- Create drive-through shopping capabilities
- Reconfigure space to accommodate social distancing
- Install transparent barriers, and social distancing positioning and directional markers
- Make sure employees are wearing appropriate personal protective equipment (PPE) and maintaining social distance
- Set up hand sanitizer stations, and clean all spaces frequently and visibly throughout the day

Improving the Online Shopping Experience

Make your eCommerce site faster, clearer and more engaging.

- Implement or upgrade online chat to increase personalization, engagement and overall service
- Add and enhance website photos, imagery and video to help shoppers quickly find what they need
- Expand product page customer reviews to provide social proof of quality and value
- Streamline all aspects of the shopping cart and checkout process. One option? Let shoppers create user IDs to save information for faster checkouts next time

Shoppers' behavior is changing in response to COVID-19. Agile businesses must adapt and reflect those changes. When you anticipate the priorities of quick shoppers, you'll position your business to succeed, during the pandemic and in the future.