

Title:

3 Ways To Protect Your Customers

Word Count:

388

Summary:

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Lighting

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Keywords:**Article Body:**

Customer security is one of the prime considerations of any retail outlet today. Whilst implementing key marketing strategies in order to promote products and increase sales, retail managers also need to be thinking about how safe their customers feel in-store and ways they can improve the attractiveness of their space for shoppers.

Lighting

Good lighting is a key aspect of the customer experience. Stores require lighting that allows customers to see what they are doing and to ensure that no area of the shop is dimly lit or dark, as this is where thefts or attacks could occur. This is particularly important in fitting room areas and in toilet and baby-change facilities where customers are out of the general flow of the shop and there is a reduced staff presence.

CCTV systems

Customers are comforted by the presence of CCTV systems in retail stores. They know that these systems are designed to prevent crime and automatically feel

safer in an environment where cameras provide a deterrent to would-be criminals. A CCTV system also often means at least one member of staff dedicated to security and this also makes customers feel more at ease.

Space

The retail environment is one that's constantly under threat from petty crime - from shoplifting items to pick-pocketing customers. This type of crime is easier to commit in small, crowded shops, where people are more tightly packed into a space and it is difficult for staff, security cameras or general shoppers to see what is going on. It's easy for people to put goods in their bags without paying for them or to steal a handbag and be out of the shop before anyone's realised. A key way to defeat this type of crime is by arranging your goods so that there's more space in the store. This makes it immediately more obvious if someone is acting suspiciously, and customers are more likely to be aware if someone is too close to them or demonstrating threatening behaviour.

There are various other ways that you can make your customers feel safe, but lighting, space and visible CCTV security go a long way to reassuring customers that they are shopping in a safe environment. The safer and more confident your customers feel, the more likely they are to spend money in your store.