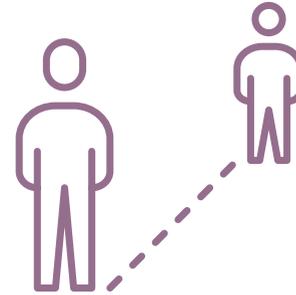# COVID-19: Addressing the risk
MANAGING CUSTOMERS IN A SHOP

Managing customers in a shop

- Managing the Covid-19 risk in a shop not only aims to protect the employees and clients from contracting Covid-19, but also plays an important role in ensuring the profitability of the shop.

- Furthermore, the nature of this sector is that shops are dependent on the goodwill of customers for continued support.

- Managing Covid-19 non-compliance by customers must, thus, be done with sensitivity.

- However, non-compliance needs to be addressed consistently and successfully to ensure the protection of other customers and employees, and to work towards long-term sustainability of the business.
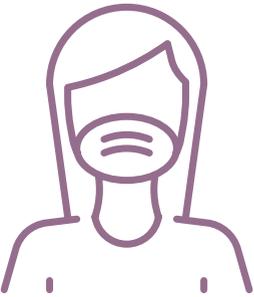
- The importance of access to the shop being dependant on compliance with prescribed Covid measures should be clearly communicated at all accesses.

- Addressing non-compliance by customers should be the responsibility of the Covid Compliance Officer, or a senior employee or manager tasked by him/her, and who is specifically tasked with this responsibility.

- This person should be constantly available on the shop floor and should have the ability to communicate with all employees on the floor in order to respond timeously when contacted.

- The manager tasked for this role should have personality traits of tact and diplomacy during management of conflicts and should not anger easily when confronted.

- The manager should also be sufficiently senior to decide on when all reasonable efforts to get a rogue customer to comply have been exhausted, and then to ensure that the non-compliant customer is made to leave the shop premises.

PROCESS

- When Covid-19 non-compliance by a customer is noticed, the responsible manager should be informed immediately.

- The manager should approach the customer with a non-threatening demeanour, and, in a friendly tone and manner, request the customer to comply with the requirements.

- If the customer remains non-compliant, the manager should spend time in explaining to the customer the reasons why adherence to these protective measures is important for the continued well-being of customers, employees, and the business itself.

- If the customer remains non-compliant, or becomes confrontational, the manager should ask the customer to, in the interest of safety, leave the premises.

- If the customer remains confrontational, or refuses to leave, the manager should call in the assistance of security or law enforcement personnel to escort the customer from the premises.

- If the same customer repeatedly breaks the rules, the customer should be banned from shopping in the shop until the Covid-related National State of Disaster has been ended by the Government.