

Click to see the [Quality Assurance](#) guidance notes for [Shops](#) and [Shopping Centres](#).

Click to view the current [Scottish Government advice and guidance](#) for reopening and operating your business.

Considerations from the VisitScotland Quality Assurance Grading Scheme for Visitor Attractions

The following guidance refers to additional considerations for Shops and Shopping Centres, specifically with regards to achieving high standards within the Quality Assurance Scheme for this designator whilst implementing temporary Covid19 measures. Please remember to advertise your [Quality Assurance](#) logo and [We're Good to Go](#) mark – both are ways to reassure the visitor and show that you adhere to national standards.

Pre-Arrival: Ease of Use and Information Provision

- Comprehensive information about what the customer experience will entail – changes, protective measures, instructions for customers. This is all about expectation setting and management - have clear and concise information up front

Staff: Hospitality and Friendliness

- Warm greeting; eye contact; smile (even behind a face covering); body language; personalisation of the interaction; build rapport – all characteristics of a high standard interaction

Staff: Service and Efficiency

- Pre-empt customer needs; be proactive; be patient (always make the customer feel welcome and reassured) – all characteristics of a high standard interaction
- Consider measures to reduce contact time, whilst making the experience easy to navigate for customers. This could include (but not limited to): pre-order and click and collect options; in-store online ordering or app to minimise staff contact; minimise product handling – consider position of barcodes for ease of scanning or use of hot keys on tills; contactless payments and receipt with option to email; returns process; additional communication with customers via phone or messaging app

Cleanliness

- The highest standards will be expected in all areas throughout the day. Particular attention paid to cleaning and sanitising all contact points, with obvious demonstration of staff carrying out regular cleaning and sanitising duties.

Arrival and Core Experience: Signage

- Even when communicating temporary measures, aim for use of high-quality materials and link any signage and information to the theme of your business (use of logos, professional look and feel). Make it fun and engaging – consider something that can be tailored to your own business and has potential for social media opportunities. Make information as simple as possible, e.g. a universal symbol is much easier and quicker to absorb than a wordy phrase

All sections: Visitor Flow Management

- Clear and well organised queuing systems; review shop floor layout and product range; physical distance markers; one-way system introduced (where possible); reduced capacity; staff on hand to guide and assist customers

Dispensation/Allowances

*In order to comply with Government Guidance, some temporary Covid-19 measures will appear to be contrary to certain elements and quality scoring considerations under normal operation of the Quality Assurance Scheme. Please note that **allowance will be given for any QA elements which would be out-with Government guidance, and these elements will be obsolete until such time that normal operation can resume.** The main aspects which may be affected are:-*

Changing rooms

These will mostly be removed from public access under temporary Covid-19 measures. Clear options for clothing returns and exchanges should be communicated to visitors with consideration given to 'distance' returns.

Visitor Information

Leaflets for other local attractions and businesses will mostly be removed from public access under temporary Covid-19 measures during de-cluttering. Providing this information via staff and your digital channels will enable you to still provide assistance to customers.

If you have any questions about Quality Assurance, or would like to speak to one of our expert Quality & Tourism Advisors, please make contact via business.advice@visitscotland.com