



Best Practice Guide: Specialty Retail

Speedy service matters at checkout and outside at the gas pump.

Convenience and specialty stores rely on technology to keep lines moving. Don't let poor equipment cleanliness drag down customer satisfaction. Point of sale systems, credit card readers, printers, self-checkout kiosks, gas pumps, smart safes, and digital displays, all need to be cleaned regularly, inside and out, to maintain their peak performance, and to protect the health of your staff, customers, and brand.

Rely on the expertise of KIC to guide you to products that effectively and safely clean both the internal mechanisms and outer touchpoints of these mission-critical systems.

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WHY CLEANING IS IMPORTANT

Clean machines deliver quicker transactions, shorter lines, and higher customer satisfaction.

Dirty devices jam, misprint receipts and labels, create barcodes that can't be read, reject good bills, can't recharge, and slow down transactions. Grimy and smudged surfaces scare away customers and reflect poorly on your brand.

TECHNOLOGY CLEANING IS DIFFERENT

Cleaning with approved materials designed for the specific application and following the process each device manufacturer recommends is the best way to keep your equipment operating at peak efficiency.

Cleaning technical systems requires more than a quick wipe down with rag you used to clean the countertop. Many systems require cleaning of slots, rollers, and metal guides. Using typical industrial cleaning agents will damage technical devices; cause plastics or displays to crack or haze, touch screens to become inoperable, payment terminals to fail, and can destroy keypads and their markings. Ignoring cleaning the outside of devices these days leaves you liable. Over 50 technology manufacturers recognize these unique needs and have partnered with KIC to design cleaning products and processes to get the job done right while being safe for the technology, employees, and customers.

BEST PRACTICES: SPECIALTY RETAIL

- Establish a Standard Operating Procedure (SOP) for how you'll maintain your technology.
- Assign responsibility to a specific person or role and train those staff members.
- Devices should be cleaned routinely throughout the day, and disinfected at least once a day when you can allow enough undistributed time to do it correctly.
- Provide an option for customers and staff to use a *technology-approved* cleaning product themselves if they wish. Place canisters or dispensers of approved cleaning wipes near kiosks and POS stations, for example. By doing this you avoid customers using their own sanitizer or wipes and potentially damaging chemicals.
- Only use cleaning products approved by the manufacturer of your equipment. If you do not follow this direction you can easily damage your gear, and potentially void your warranty.
- When using liquid agents, never spray any product directly onto your devices. Spray cleaning agents onto a cloth and then wipe the equipment down.
- Use a disposable wipe or microfiber cloth as paper towels can scratch surfaces or leave unsightly fibers behind. Use a fresh wipe or cloth for each device to avoid cross-contamination.
- Don't use general-purpose cleaning rags as they can harbor bacteria and viruses. Use a fresh disposable wipe surface for each unit cleaned, to avoid cross-contamination. If you elect to use launderable microfiber cloths instead, then quarter fold them so you are presenting a clean cloth face for each device. Launder after all 8 folded faces are used.
- Communicate your cleaning procedures both in-store and online to provide confidence that you are maintaining a safe environment and technology.

