

Banner Stakes Case Study

WAITROSE
& PARTNERS

Waitrose has been continuing to manage the number of customers in its stores throughout the pandemic to help customers maintain a safe distance from others while shopping. Like most other retailers, there may be queues at peak times outside their shops.

The supermarket wanted to make shopping as simple and convenient for its customers as possible, including clear guidance on where to queue if the situation arises.

McCue provided them with a product that was easy to use, responding quickly to deliver the right stock to its shops.

The supermarket's shop teams have welcomed the use of the product, enabling them to tailor their queueing arrangements to individual stores and make it easier for its customers.



“The barriers enabled us to clearly signpost to our customers where to queue to shop with us whilst providing clarity for those people visiting other shops in the centre.”

Ed from Waitrose & Partners, Hereford.

