



by appointment

**NEW SHOPPING APP BY APPOINTMENT
GIVES POST-LOCKDOWN CONFIDENCE TO RETAILERS AND SHOPPERS**

London, June 2020

A new app, *By Appointment*, will launch in early July 2020 to assist retailers to re-open their stores and consumers to shop with confidence.

Created by hospitality and IT development experts Charles Smith and Adam Batten, *By Appointment* offers valuable benefits to retailers, consumers, the police and local authorities at a time of uncertainty. The app will reassure the public and retailers as they manage the evolving guidelines and health risks of COVID-19 as we emerge from lockdown, keeping pavements free of unnecessary queues, thanks to its real-time virtual queuing system.

In its first iteration, this free, easy-to-use app is a one-stop shop offering a range of benefits that will allow people to plan and streamline trips to their favourite High Street stores in the 'new world', minimising contact, saving time and optimising their shopping experience. It will be downloadable for Apple and android devices from early July.

Once registered (which is quick and easy), *By Appointment* shoppers will be able to:

- book / cancel / reschedule appointments, free of charge
- visit stores by appointment
- monitor / join real-time virtual queues, eliminating the need to physically stand in line
- search for stores by category
- map out a shopping route
- utilise contactless store check-in and out
- monitor store capacity
- participate in essential COVID-19 self-certification checks
- communicate with chosen stores.

Retailers are offered a free subscription to *By Appointment* for the first year, meaning they can offer customers a state-of-the-art app without the need to invest in developing brand specific technology. There are plans to roll out the service across the UK and to retailers abroad. Retailers signed up to *By Appointment* will be able to:

- personalise the app on a store-by-store basis
- schedule customer appointments without the need for labour-intensive staff admin
- administer COVID-19 pre-screening checks
- deliver contactless checking in and out of customers using door hosts scanning QR codes
- facilitate real-time management of in-store numbers against capacity
- identify in-store shoppers
- facilitate communication with shoppers
- deliver valuable consumer data analytics that have been unavailable to date, maximising strategic omnichannel marketing.

/continued

Charles Smith, co-founder of *By Appointment*, commented: "This app will revolutionise the way retailers operate and consumers shop in the post-lockdown world. Instilling confidence and enhancing the shopping experience, it will help get people back in-store and the economy back on its feet."

Information, resources and contacts can be found on the *By Appointment* information website:
www.byappointmentapp.com

**For further information, high res imagery and interviews with Founder, Charles Smith,
please contact: Charlotte Thomas at Rosehip Communications
charlotte@rosehip.co.uk | +44 (0)7949 262541**

EDITORS' NOTES

Charles Smith, Founder of *By Appointment* Biography

Charles Smith is an entrepreneur in the high-end hospitality sector, with extensive experience in the logistics and staffing of events and expertise in the development of event staffing database platforms.

In 1992 he launched *At Your Service*, a hospitality talent strategy specialist, and *Pontoon*, producers of fresh ready-mixed cocktails. Clients have included Estée Lauder, Jimmy Choo, Thomas Goode, Garrard, the Louis Vuitton Cup, the Hennessy Gold Cup and drinks brands Dom Perignon, Moët & Chandon, Glenmorangie, Ardbeg and Belvedere.

Charles went on to further develop his hospitality credentials by establishing *Sherpa*, offering back-of-house event logistics, and *Talistar*, a database platform development agency for the recruitment and management of talent. Clients included the Brazil 2014 World Cup, for whom *Talistar* developed an IT database for the recruitment, FIFA accreditation and shift management for stadia staff.

Charles developed and launched *By Appointment* during the COVID-19 pandemic period of lockdown, leveraging his broad business background and specialist skills to create an appointment-scheduling app that would simplify, enhance and safe-guard consumers' shopping experiences as retailers begin to re-open.

-ends-