

Ergonomic Challenges in Wireless Retail Stores – Do They Exist?

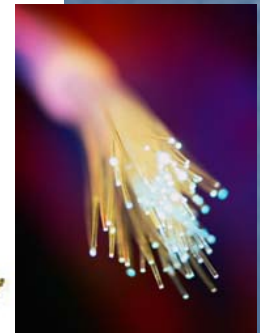
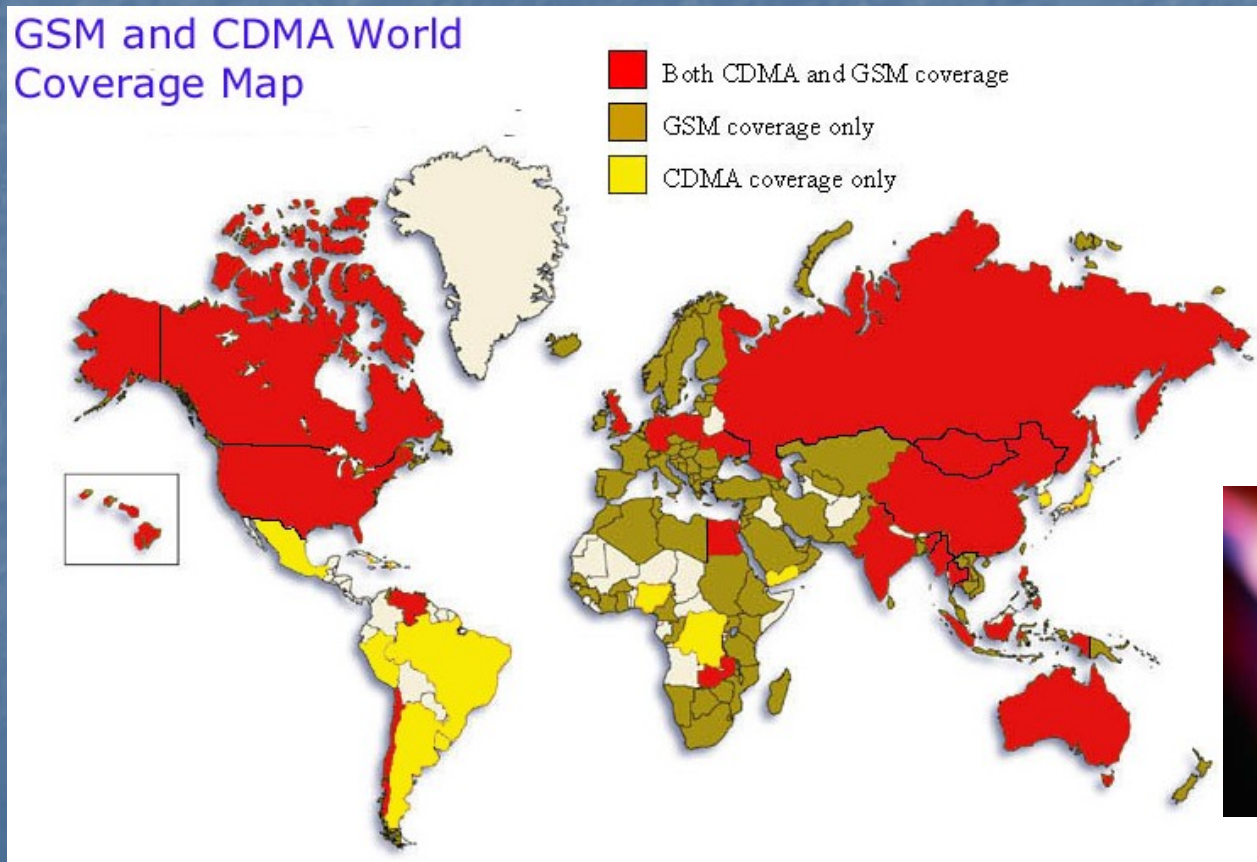
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Wireless and mobile technology touches the majority of the world.



Literally, thousands of wireless retail stores have opened world wide, but particularly in the United States.



Wireless US Demographics

- Total Wireless Subscribers in US...158,721,981
- Wireline Displacement...
Approx. 4%
- Industry Churn...2.40%



Age Groups	EOY Subs / Devices (Millions)	"Share of Pie"	Penetration of Age Groups
< 12	1.5	1%	4%
12 - 17	8.4	5%	38%
18 - 24	18.9	12%	73%
25 - 54	98.4	63%	87%
55 - 74	27.9	18%	69%
> 75	1.7	1%	13%
Total	156.9	100%	54%

Given the fact that in the US, wireless retail stores have been deployed with such fury and volume, chances are most EHS departments simply were not involved in the planning and design states of these facilities. Is this an understatement??

Where have Telecommunications Companies Traditionally Focused Their Ergonomic Efforts?

- Inside Office Areas
- Call Centers
- Customer Care Centers
- Relay Centers
- Limited or Advanced Focus in OSP

If you have wireless or similar retail stores, have you evaluated the work tasks at these locations, using your ergonomic eyes?



Typical Wireless Store Layouts.....



















So did you see anything that would suggest possible ergonomic challenges?



In taking a closer look at Wireless
Retail work and work stations,
consider some common tasks of a
retail associate...

**Reads
From
Monitor**

**Check
approval
machine**

**Laser gun
retrieval and
storage**

**Keyboard –
medium to
light volume**

**Cash
drawer**

**Receipt
Printer**

Telephone

Mouse

**Some note
taking**



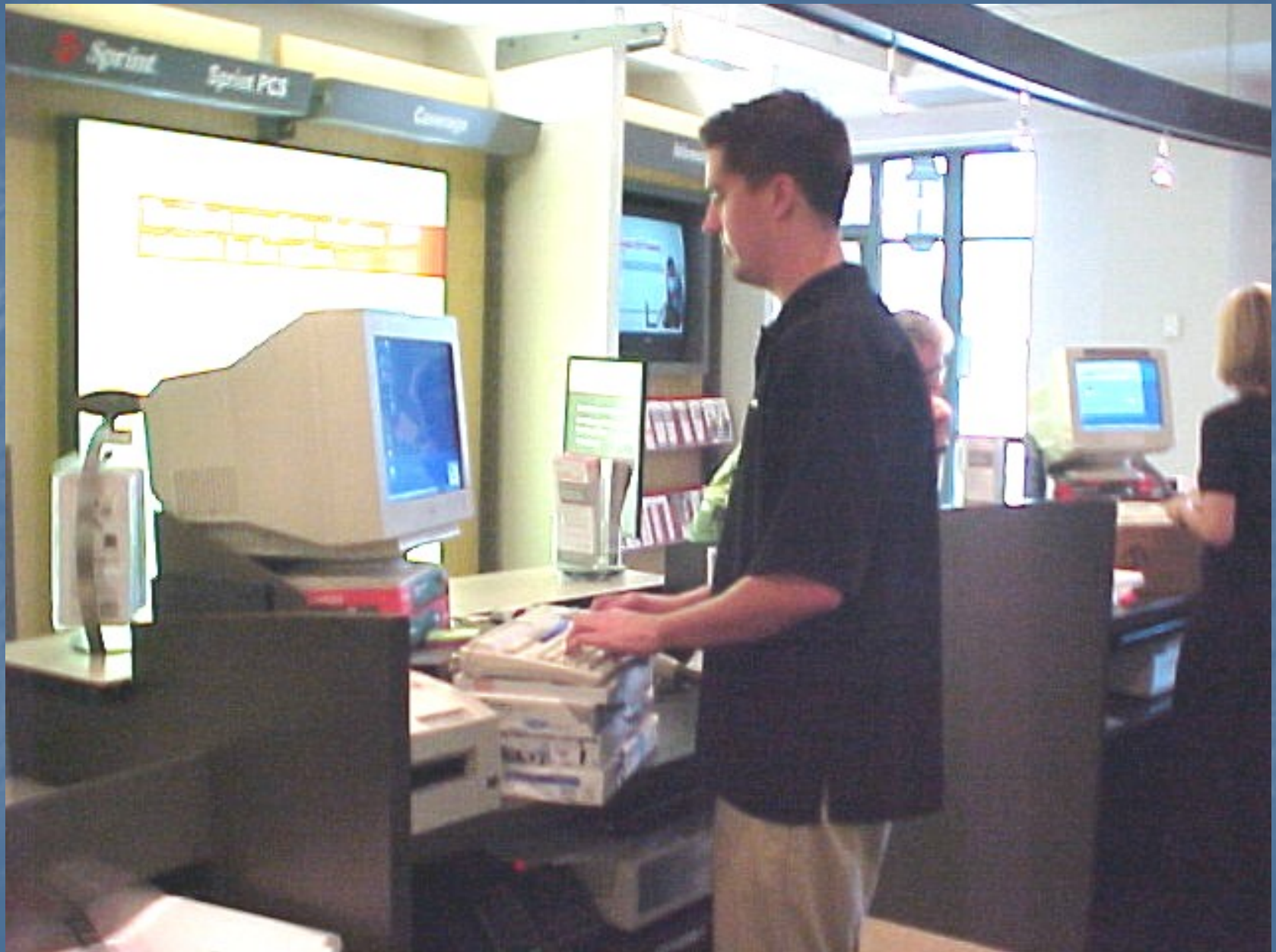
Now let's take a closer look at some actual retail work in progress and see if we can spot ergonomic challenges/concerns?

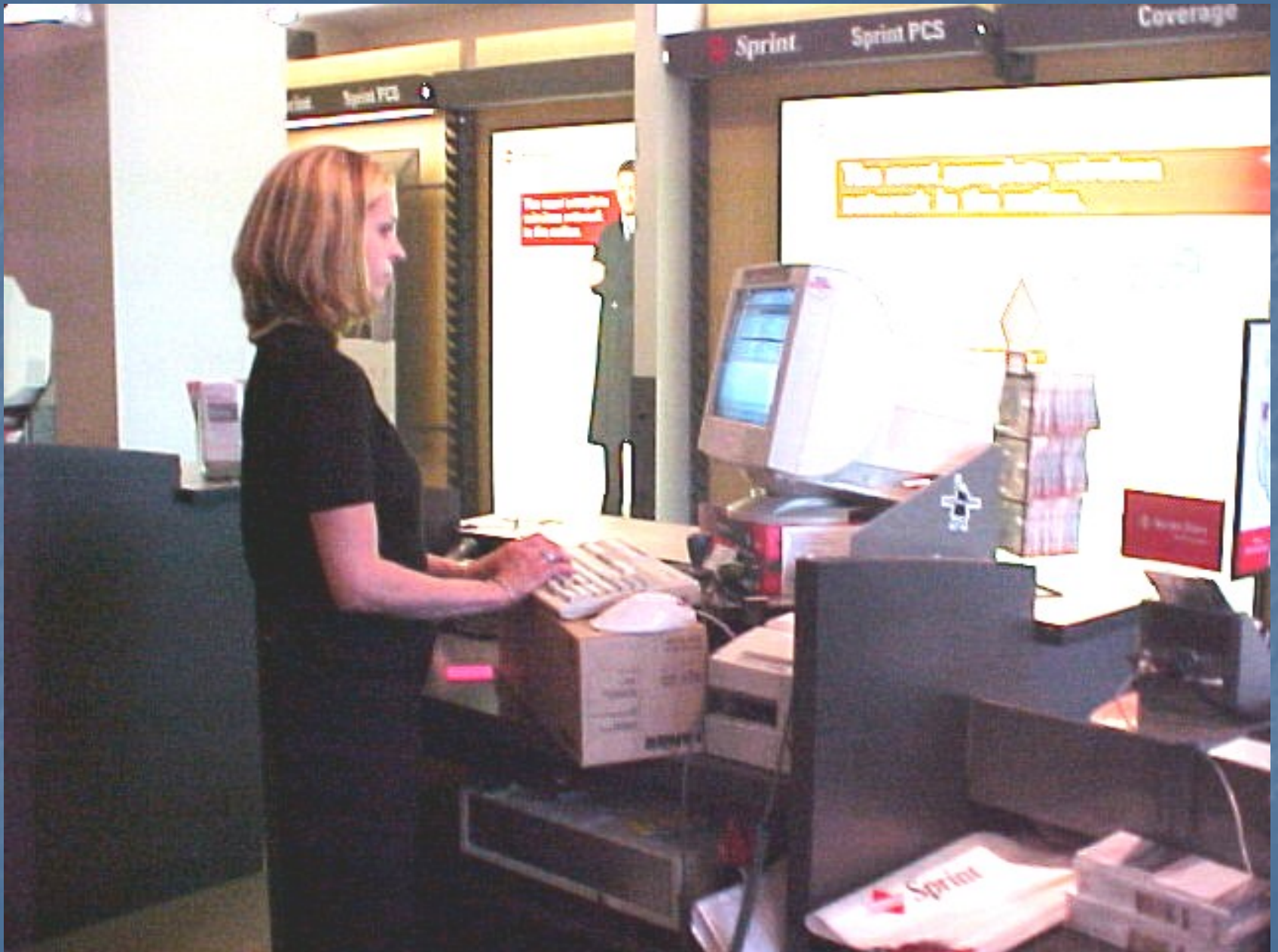


























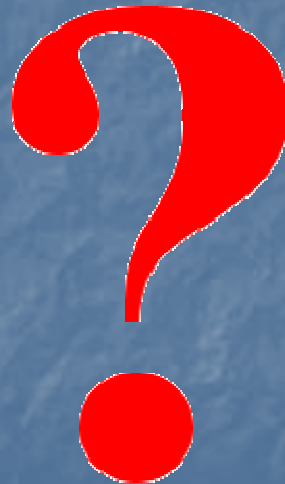




So what ergonomic risk factors did are present in these slides?

- Awkward postures?
- Force?
- Repetition?

So, are there ergonomic challenges in some wireless retail stores?



The answer is yes, and here are some major challenge areas:

- Keyboard entry
- Mousing/input device
- Standing
- Sitting
- Walking/floor surfaces

What are the recommended ergo design criterion for Wireless Retail Environment?

- Height adjustable keyboard trays w/mouse platforms and built in padded palm supports
- Fatigue mats
- Fully adjustable task chairs if sitting is allowed
- Sit/stand chairs for temporary sitting and keyboard comfort
- Floor Surface –Coefficient of Friction .50 or greater (OSHA Interpretation Letter Ref)
- Ergo training for associates

How do you get ahead of the store build-out curve and get these criterion inserted into your company operations and systems?

The Person or department responsible for safety and ergonomics needs to be a part of the retail design team.

It took many months to get on this team at my company. But I was finally successful!



To conclude, hopefully you have seen and agree there are ergonomic challenges in a retail wireless environment. Hopefully, this presentation has stimulated some thought or action that will improve the health and comfort at your retail locations.

Retail Ergonomics Resource Links

- <http://www.osha.gov/ergonomics/guidelines/retailgrocery/index.html>
- <http://www.fmi.org/forms/store/ProductFormPublic/search?action=1&Product>
- www.office-ergo.com
- http://www.osha.gov/pls/oshaweb/owadisp.show_document?p_table=INTERPRETATIONS&p_id=24511

THE END

