



THE IMPACT OF EMPLOYEES IN UNIFORM

A recent research study conducted by J.D. Power and Associates® conclusively showed that both Consumers and Business People prefer to see uniformed employees at the companies they deal with.

Study Summary:

Uniform Perceptions In The Workplace

Consumers

- Consumers prefer to see uniforms on those who provide products and/or services to them.
- "Return" customers have a stronger preference for uniformed employees than "occasional" customers do.
- Consumers have more confidence and trust in employees wearing uniforms.
- Consumers feel that product and/or service quality is likely to be higher when they deal with uniformed employees.
- Consumers believe that uniformed employees are more credible than non-uniformed employees.
- Consumers believe that uniformed employees are more knowledgeable about their products and/or services.
- Educated consumers feel more comfortable explaining their purchase requirements to uniformed employees.
- Uniformed employees increase consumer confidence in their ability to do the job.

Business People

- Business decision makers indicate strong preferences for uniformed employees in every setting.
- Business buyers are more likely to purchase from or use the services of the provider with uniformed employees.
- Business people associate positive attributes with employees in uniform: credibility and confidence in the employees' ability to do his/her job and high product and/or service quality.
- Business people feel it is easier to identify someone who can assist them when employees are in uniform.
- Business people believe uniforms enhance brand image.