

CONNECTING WITH YOUR CUSTOMERS DURING COVID-19

7 TIPS TO SAFELY ENGAGE DURING THE CRISIS

- 1. Over-communicate with your customers via text, email, your website and social media.** Let them know how you're responding to COVID-19, if anything has changed about how you're conducting business, and what health precautions you're taking.
- 2. Post any changes or adjustments,** including abbreviated hours, staff availability, safety and health policies, available products and services, alternate contact info, emergency options and all relevant details on your website and social media channels.
- 3. Set up a hotline.** Show all of your customers that you're still here for them. Schedule a block of time where customers can chat or DM you questions about your products and services, any incentives, offers or special options currently available to them.
- 4. Explore online payment options.** Make sure your customers can provide payment online, and explore options for permitting them to break up payments if necessary or set up payment plans.
- 5. Video chat with customers.** Show them around the location, do live videos of your employees in action and answer questions in real time. This can help create an in-store feeling and build trust and assurance during uncertainty.
- 6. Increase the value of loyalty program points.** Show your customers you're just as loyal to them as they are to you. Create or increase the value of your customer loyalty program points or make redemption options simpler.
- 7. Reward customers for giving back.** Select a charity helping those affected by the virus, then add an option to donate as a product on your website. When customers "purchase" the donation, you can reward them with exclusive loyalty program perks. Or, if you're financially able, consider giving a percentage of each purchase to an organization working to combat COVID-19. This allows consumers to support the brands they love while also supporting those working to alleviate the impact of COVID-19.

