CONNECTING WITH YOUR CUSTOMERS DURING COVID-19 7 TIPS TO SAFELY ENGAGE DURING THE CRISIS

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.

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.

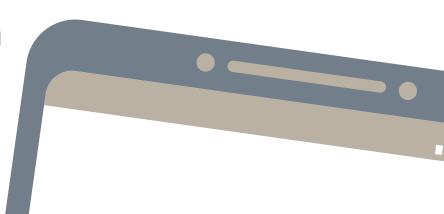
Set up a hotline. Show all of your customers that you're still here for them. Schedule a block of time where customers can chat or DM you questions about your products and services, any incentives, offers or special options currently available to them.



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.



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.





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.



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.

WE ARE HERE FOR OUR CUSTOMERS!



SOURCE: Portions excerpted/adapted from How to Engage Your Customers in the Time of COVID-19; https://www.yotpo.com/blog/engage-customers-covid-19/