

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.



SIMPLE TIPS TO PROTECT PEOPLE DURING COVID-19

YOUR EMPLOYEES

Practice no-touch shop operations.

Perform as many services as possible, including payment transactions, with the customer remaining in their vehicle.

Provide and wear protective gear,

including a hygienic mask and gloves, at all times during the day.

Do not touch your face.

Wash hands frequently with soap,

lathering the backs of hands, between fingers and under nails, for at least 20 seconds. Rinse well under clean running water and dry thoroughly. If necessary, use an at least 60% alcohol-based hand sanitizer, rubbing hands together for a minimum of 20 seconds, until it's dry.

Frequently use disinfecting wipes or cleaner on all surfaces

in and around the shop, including all door and drawer handles, cash registers, tablets, computers and phones, tables and chairs, counters, on all equipment, in customers' vehicles and on all restroom surfaces.



YOUR CUSTOMERS

Keep customers in their cars for as many services as possible, including payment.

Make designated marks on the floor of the shop that are six feet apart

so customers can adequately socially distance inside and outside the shop.

Provide hand sanitizer that is at least 60% alcohol on counters and in waiting areas for your customers, and encourage its appropriate and effective use.

Offer outdoor seating options with chairs spaced at least six feet apart for recommended social distancing for your customers. If this is not an option, spread out or designate appropriately spaced seats within your waiting room.

Reassure your customers with signage or messaging in and around your location, and on all your online customer communications, that especially during this uncertain time, the health and safety of your customers, your employees and their families, and all members of your community, are your top priorities.



**AND REMEMBER TO REMAIN
SIX FEET APART AT ALL TIMES**