

4 steps to building resilience during the COVID-19 outbreak.

We know that as members of the communities you serve, businesses like yours may also be experiencing unexpected challenges, and we're committed to providing as much support as possible. Here are 4 steps to building resilience during the COVID-19 outbreak.

KEEP YOURSELF SAFE AND INFORMED

Stay up to date by following credible, official sources like the Centers for Disease Control and Prevention (CDC), World Health Organization (WHO) and your local government health department so you can respond quickly to changes that could affect you or your customers.

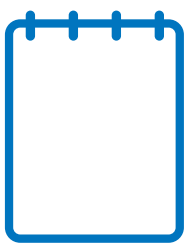


STAY IN TOUCH WITH YOUR CLIENTS

Proactively share important information with your customers using email, your website, Facebook Page, Instagram Business Profile, or however you typically connect. You might include information about the measures you're taking to make your premises or products safe, or how you will handle customer inquiries if there are cancelled classes.

TRY HOSTING ONLINE EVENTS

In case you need to postpone or cancel any planned events or classes, try hosting a webinar or organize live classes online (even privates!)



PREPARE A CUSTOMER SERVICE PLAN

In order to be responsive and transparent with your clients during this challenging moment, prepare for incoming questions and requests. Consider drafting templated responses for your emails or set up instant-reply messages with information you expect your clients will be looking for.