

# COVID-19 CUSTOMER FAQ CHECKLIST

In the wake of COVID-19, your customers are confused and uncertain. “Business as usual” no longer exists. What we thought we knew about going to the store or getting a haircut has changed.

Answering the questions on this checklist will help you clear the fog for your customers, so they feel confident about doing business with you again.

## Frequently Asked Questions

### Are you open?

- Are you still in business?
- Is your physical location/office open?
- Can people walk in?

### What are your business hours?

- Are they by appointment only?
- Do they change or vary?

### What should customers expect when doing business with you?

- Are there new instructions or steps customers need to take? (ex. wearing masks, or calling on arrival?)

### What safety procedures are in place?

- What measures are you taking to keep your customers and your employees safe?
- What are your procedures for mask wearing, cleaning, social distancing, etc.?

### How are you delivering your products/services?

- For products: Do you provide curbside pickup, delivery, or online ordering?
- For services: Are meetings in-person, or via video or teleconference?

### Are there any changes in product/service availability?

- Do you have limited options, out-of-stock items, reduced capabilities, etc.?

### Are there any changes to timelines or delivery dates?

- Do you have delays or increased lead times for any products or services?

### What is the best way to reach you?

- Are you monitoring all contact channels including phone, email, and social media?

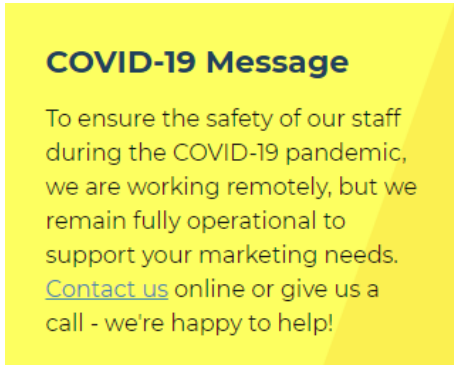
*If you need help getting the word out to your customers, give us a call at 717-291-4689*

# How to Communicate with Your Customers



## □ Your Website

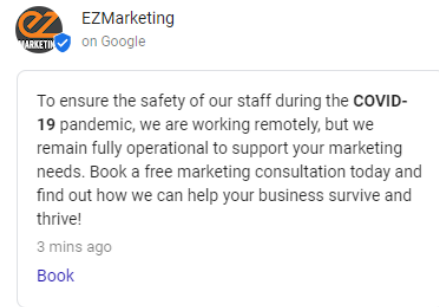
- Add a message or banner to your website that lets customers know if you're open and how to reach you.



## □ Google My Business

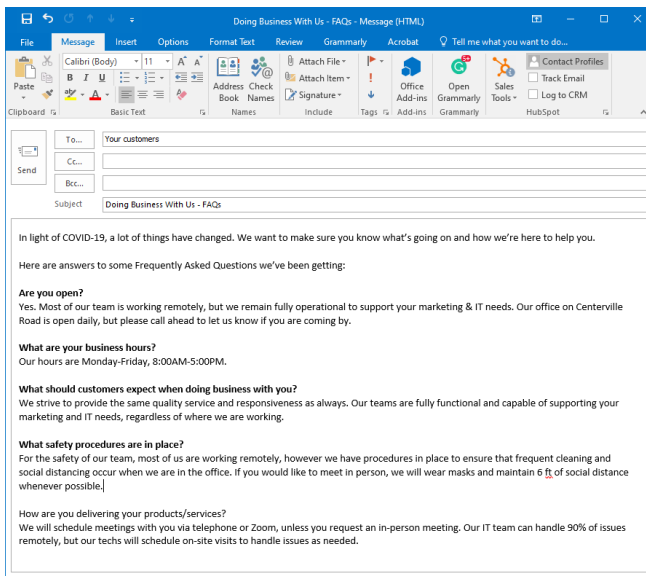
- Update your business hours or post a COVID-19 update that will show up when people search for you on Google

### COVID-19 updates from business



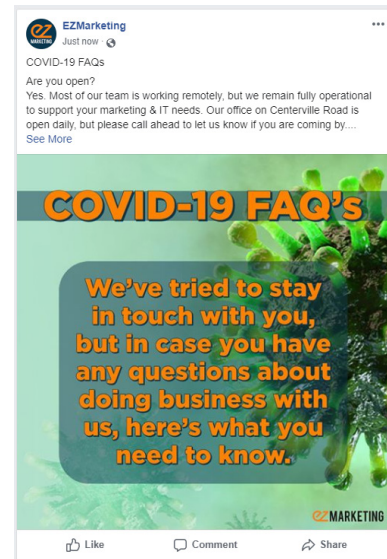
## □ Email

- Send an email out to your customer list with answers to the FAQ's.



## □ Facebook Page

- Update your hours and information on your page, and pin a post to the top of your feed with answers to your FAQs



## □ Phone Message

- Update your automated phone system or voicemail, especially if aren't able to answer live.

## □ Signage

- Add signage to your door or around your building to direct customers who visit your location.

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