

PUNCHH BEST PRACTICES

Top 5 COVID-19 Communications

During this time of disruption and uncertainty, brands need to quickly develop and execute a communications strategy that helps build the trust, confidence, and loyalty of its customers and the broader community.

Deliver Customer-First Messages

- State your commitment to the health and safety of your employees, customers and communities, and your compliance with public health guidelines
- Outline the steps you're taking to address all possible concerns
- Reinforce your business status, including the fact that you are open and what your operating hours are
- Clearly articulate options to dining-in such as online ordering with pick-up, curbside delivery, and third-party delivery; include the "how" so no questions are left unanswered
- Share your promise to deliver new information as it becomes available and keep your customers informed of any changes in operation
- Extend your thanks for your customers' ongoing support and loyalty

Be Clear, Consistent and Frequent

- Determine a regular cadence in which you will be communicating with customers. Whether this is once or twice a week, this will help you build a stronger rapport and manage expectations with customers
- Ensure all customer communications are consistent across channels. This includes not only key messages but also look and feel, voice, timing, and business processes
- Align your communications strategy across all key stakeholders company-wide — from corporate departments to franchisees and employees who are critical ambassadors on the front lines

Reflect Your Brand Voice

- Ensure your messages reflect your brand voice, yet are appropriate for the times
- Build trust through transparency and authenticity
- Maintain a calm, collected and confident tone

Communicate Effectively at the Right Times Across Channels

- For general communication use every channel available, including email, text, push notification, and social so your message is cast broadly
- For targeted communications, send messages over your customers' preferred channels
- Deliver your messages at optimal times, such as 10 am, 2 pm and 5 pm, when customers are most likely to engage

Listen and Respond to Your Customers

- Gather, act on, and measure customer feedback to keep a pulse of customer sentiment and expectations
- If negative customer feedback is provided, respond quickly on the same channel showing appreciation and how you will take action--not defensiveness. Sluggish responses will reflect poorly on your brand
- Err on the side of experimenting with new approaches and tactics rather than being a perfectionist. Speed and iteration outweigh slow and careful deliberation during rapidly changing conditions

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