



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?

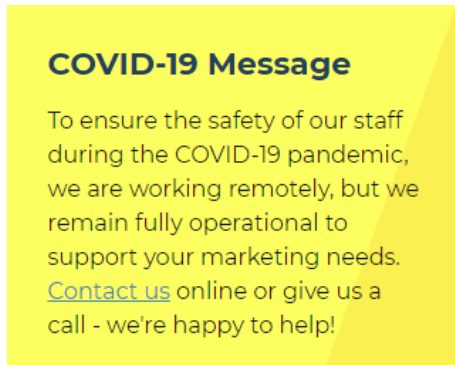
- Are you monitoring all contact channels including phone, email, and social media?

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

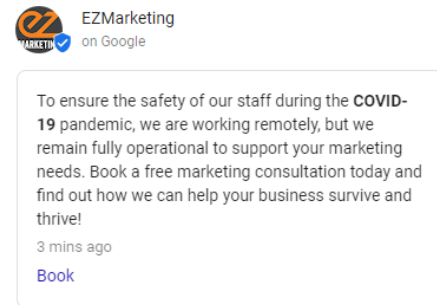
- Add a message or banner to your website that lets customers know if you're open and how to reach you.



☐ Google My Business

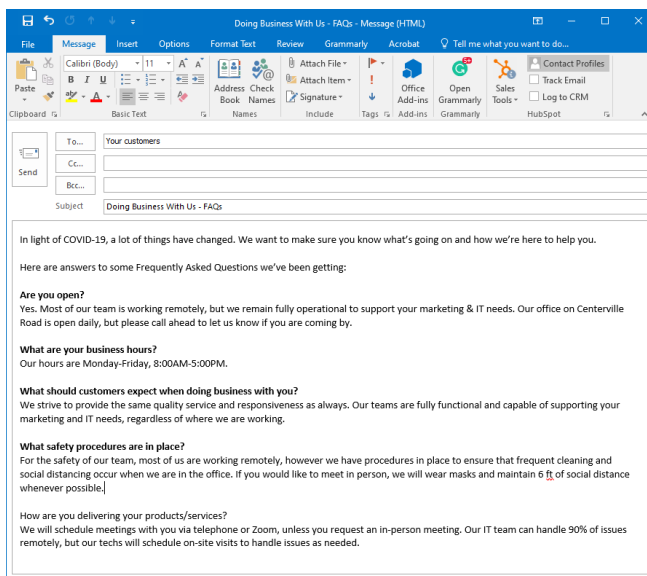
- Update your business hours or post a COVID-19 update that will show up when people search for you on Google

COVID-19 updates from business



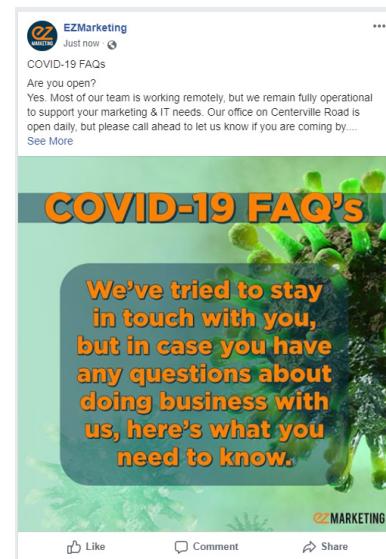
☐ Email

- 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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