



“Welcome” Customers into the New Normal

Without question, the COVID-19 pandemic has been a game changer for most businesses. Even though we’re not out of the woods yet, the change that COVID has forced on us can offer opportunities for you to connect better with customers, while keeping them and your employees safe.

These easy-to-implement tips are good reminders of we can maintain good customer relations even with increased restrictions on our businesses.

Customers will behave differently

People may still have heightened anxiety:

- Remain vigilant with all social distancing recommended guidelines.
- Keep clear visual guidance signage visible for retail operations.
- Remind employees regularly to respect social distancing at all times.

Show that your business is safe to “come in”

Keep social distancing signage clean and up to date:

- Remind staff to be respectful, pleasant and patient in reminding customers who forget to use the protocols.
- Surfaces that need to be wiped down are better done with a friendly reminder from a staff person. Courtesy goes a long way in times like this.

Customer-facing communication

Talking through a mask or glass partition makes it harder to hear especially for people with hearing loss:

- Remind your front-line employees to speak clearly and loudly.
- Have a plan in place to communicate with people who are visually impaired.
- Communicate for understanding: patience and empathy will be two skills that will go a long way as service providers will continue to don restrictive masks and shields while serving customers.