

# Coronavirus. Challenges. Digital solutions. Namics.

A Merkle Company



# Coronavirus/COVID-19 - Actions to take now for Digital Leads & Marketers



**Strengthen contactless customer relationship**



**Engage with your customers**



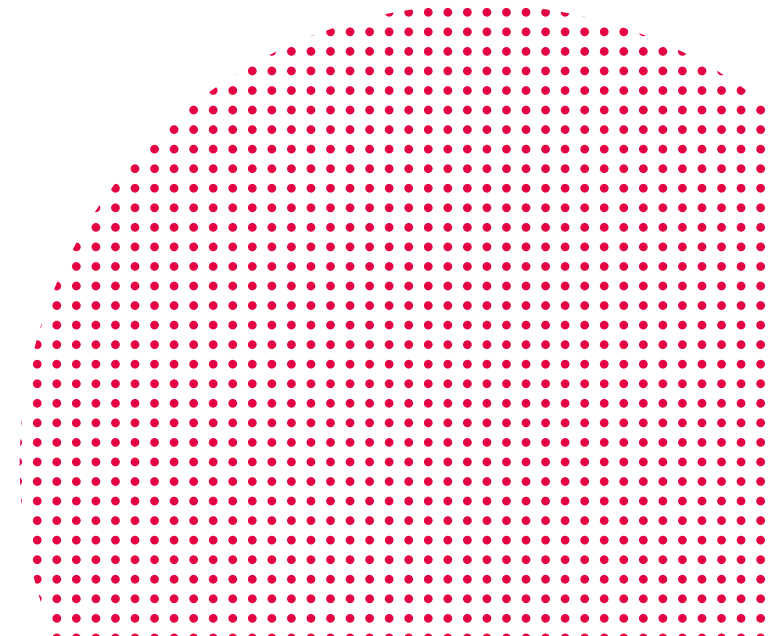
**Encourage customers to engage**



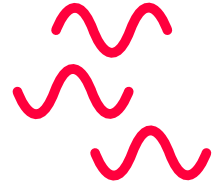
**Build trust**



**Enable your team**



# Strengthen contactless customer relationship



**Customers will change some behaviors permanently, bold action now can set you up for success.**

- **Quick Win:** Identify how you can leverage existing mar-tech capabilities more effectively to scale product and service accessibility and how to provide self-services
- **Quick Win:** Review or skip unessential steps in your go-to-market strategy
- Assess current state and evaluate what to shift to digital channels and how to make your products and services available contactless
- Protect ability to deliver high quality customer service by evaluating AI and automation
- Plan cascade of possible options to prioritize budgets and decrease time to market aggressively wherever needed

# Engage with your customers



## Redefine your marketing and customer service with respect to changing preferences and translate into marketing investments and strategy

- **QuickWin:** Strengthen your focus on web marketing and web support to enable you to maintain normality in these crazy days and give you a competitive edge over competitors who are slow to react
- **Quick Win:** Re-prioritise the communication channels based on the relevance for your customers. Consider full range of channels and formats, also those new to your brand.
- Consider shifts from real life events to digital marketing and invests to react to changing preferences
- Consider brand messages that are of high relevance for your customers and allocate ways to communicate these as they can add value to your brand
- Put digital channels at the forefront (e-mail, site, SMS, apps) to allow you and your consumers to connect quickly to rapidly changing events.
- Pay attention to specific regional triggers and respond accordingly communicating impacts and options to affected customers

# Encourage customers to engage



## Self-enable your customers as much as possible

- **Quick Win:** Encourage customers to use self-service tools whenever possible, including online self-servicing and mobile apps
- **Quick Win:** Provide links to download apps and access self-service, as well as links to instructions and tutorials for first-time users
- **QuickWin:** Find Alternatives to In-Person Training and Events
- Consider specific communication/outreach for at-risk segments (e.g., senior citizens) who might rely on face-to-face servicing
- Prepare for a changed world, plan quick and direct stakeholder communication and customer service

# Build trust



## Implement the best-known guidelines available for both employees and customers; overinvest

- **Quick Win:** Reinforce making extra efforts to support your customers, and the community – consider this as it relates to call-center hours of operation, branch hours, etc.
- **Quick Win:** Provide information on any changes to your products, services, branch availability, and communicate rule changes, exceptions, extensions, delays
- As staying in touch & sharing updates has become more important prepare for frequent communications at a level that makes sense for your customers and your brand
- Consider creating a landing page/hub for content/updates related to COVID-19; promote through short emails with a link to the content hub
- Plan how to provide dynamic and regularly updated information to match the changing nature of the pandemic
- Constantly reframe your understanding of what's happening
- Consider temporary changes to procedures, rules, and qualification criteria for certain benefits or transactions that may be impacted
- Identify ways for your organization to support response efforts in your community and support for vulnerable constituencies

# Enable your team



## Make sure your team is set up to handle the impact of all above (digital) measures

- **QuickWin:** Appoint a senior, fully dedicated Covid-19 war room team focused on this all day, every day
- Outline different scenarios and translate to settings and plans towards digitization and digital marketing
- Align temporary slow-down of response due to reduced employee availability with procedures and tools that ensure fast decision-making and customer response
- Put in place tracking tools, establish decision rights, and maintain a program management office (using agile if possible)
- Call in external experts to help manage the situation
- Enable your team to interact on all digital channels & touch points relevant to your customers, consider automation options
- Continuously monitor and enable a swift and easy process to adapt rules and add new ones based on changing conditions and your teams' feedback

# Thank you. Namics.

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