

CUSTOMER COMMUNICATION ROUNDTABLE
IN A COVID-19 ENVIRONMENT

MARCH 17, 2020



Agenda

1. Welcome
2. Opening Thoughts
 - Dave Nieuwstraten, CEO
3. Sample Communication
 - Sandee Buysse, Senior AE
4. FCC Action
 - Bernie Arnason, Principal
5. Forum
 - Dave Nieuwstraten, CEO
 - Jeremy Graves, President
6. Marketing Considerations



PIVOT



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Your Communications Foundation

1. Crisis Response Team

1. Typically includes GM/CEO, HR, Ops, sales, customer service and marcom.

2. Communications Plan

1. Who – know your audiences
2. What - Be thinking about emergent situations
 - Have content ready and reviewed/approved
3. Where – What tools you will use to get the communications out
4. How - Primary/secondary backups identified



The Mindset

1. It's in your DNA to serve
2. Community needs to see you helping vs. profiting
3. Lead with empathy and care
4. Be easy to do business with
5. Learning from Tylenol
 - Communicate early, often and with transparency
6. Your First Priority = How you are responding
 - Letter from the CEO



Talking Points

1. Reliance on experts, fluid situation, monitor and assess
2. Health of employees + health of customers
3. What you are doing to protect (e.g. locations/techs)
4. What you are doing to help (e.g. policies, speeds)
5. How to reach the company
6. How you will communicate
7. Network capability/contingency planning
8. Commitment to customers and community





Sample Press Release

The Coronavirus situation continues to evolve with new developments happening every day. The safety of our customers and employees are paramount and top of mind. We rely on information from experts to help make wise decisions that support our community(ies) and country.

We are planning for continuity if it becomes necessary to close our business offices, and are evaluating how best to serve our customers in this unique time. We will strive to provide the highest level of care and support possible; while balancing the safety of our customers and employees.

Insert As Applicable – Next Slide

Should you have greater connectivity needs due to being asked to work from home, please contact our office. We are committed to continually monitoring our overall bandwidth demands and if the need arises, we will make all possible attempts to purchase more bandwidth to meet increased demand.

We appreciate your understanding and support as we navigate this quickly changing situation. We wish for safety and health for all.



Sample Messaging

[Optional: If a construction/installation stop is being implemented]

At this time, we have made the decision to stop construction and installation of [INSERT: service or product name]. This will allow us to reduce public exposure for our crews and all employees. When the correct time presents itself, construction and installation appointments will resume.

[Optional: If a process change for repair work is being implemented]

At this time, we have made a decision to evaluate each repair or service appointment to determine the best course of action for ensuring each customer has access to essential services like 911. We will prioritize Internet repair services for those who currently work, or are being asked, to work from home.

[Optional: If a company is canceling upcoming events]

At this time, we have made a decision to cancel the following company events. [INSERT: list]. Decisions to reschedule these events will be made at a later date.

Industry Response to COVID-19

1. FCC Chairman Issued Keep America Connected Pledge
 - Not terminating service to any residential or small business customers because of their inability to pay.
 - Waiving any late fees that any residential or small business customers incur.
 - Open Wi-Fi hotspots to any American in need.
 - 185 Service Providers accepted challenge (3/16/20).
2. Many carriers going beyond the pledge
 - Offering free service or free upgrades (60 days).
 - Adding capacity and tools to education networks.
 - Expanding remote tech support & cybersecurity tools.





P I V O T

Potential Topics for Our Forum

1. COVID-19 Communication
2. Goodwill Gestures (Increased speeds, late payments)
3. Community Support/Involvement (WFH, schools)
4. Site Visits (Installs & Repairs)
5. Protecting from Phishing/Hacking/Scams



Open Forum





Changes with Marketing Tools

What to Expect & What Might Work

1. Digital

1. Streaming audio
2. YouTube pre-rolls

2. Social

3. Email

4. Video (including stories)

5. Customer reach outs

6. Robocall technology



AT&T @ATT · Mar 11

Washing your hands is critical, but don't forget your devices either
[#PreventTheSpreadOfGerms](#)

KEEP YOUR DEVICES CLEAN

- ✓ Sanitize your smartphone
- ✓ Avoid putting your device on public surfaces

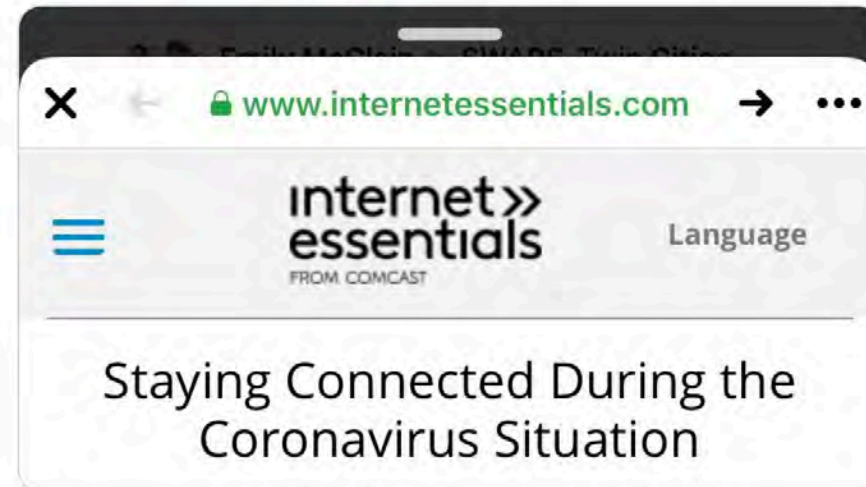


elena @elena__matta · Mar 13

If your school has been closed and you're expected to complete online work but don't have internet, **Comcast** is offering 2 months free!

If you know of anyone who may need this, let them know!

internetessentials.com/covid19



6

5.1K

3.9K





Some Additional Thoughts & Ideas

1. Work with the chamber to help local businesses.
 - Buy gift cards from local businesses that are impacted. Give out or use for future incentives.
 - Explore ways to help local hourly employees impacted by business closures.
2. Look for ways to help teachers, families & WFH
 - Expect gaming usage to grow considerably. Might be opportunities for E-sports.
 - Set-up new Wi-Fi hot spots.
 - Content to help (streaming, activity, health)





Lean on us

**Let's Do it...
Together**

pivot

ASKPIVOT.COM