

CUSTOMER COMMUNICATION ROUNDTABLE #2

COVID-19 SUPPORT SERIES

MARCH 24, 2020



Agenda

1. Opening Thoughts

- Dave Nieuwstraten, CEO

2. Online Resource Center

- Monica Santi, Director of Marketing Services

3. Forum

- Jeremy Graves, President

4. Lessons Learned

- Aaryn Slafky, Director of CX



STRONGER TOGETHER



RESCUE DOG



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Cameron's T...Post Attend...Post Attend...Post Attend...For Your Cu...Corona w/o...Error - Drop...Open Sign S...Donate Hel...Volunteer C...

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COVID-19 Resources

AS YOU HELP THEM, LET US HELP YOU

This is a challenging time for everyone. Your customers, employees and community are being impacted and people are struggling. If they provide some help and relief to you, we've done our job. You and your team are stepping up to serve. There is so much to do. We can't help you with installs and tech support, but we can give you tools to make your work easier. Please use these as you wish. If they provide some help and relief to you, we've done our job.

We'll keep adding to this page, and much of it will be based on your needs and requests. So please tell us what you need. Our communities and country will get through this as we work together. Thank you for all you are doing to keep our communities wired and connected during this critical time.

If you want to receive notifications when we update our resources, please [sign up here](#).

For Your Customers

For Your Team

COMPANY ANNOUNCEMENTS

(LETTERS, SIGNAGE, DIGITAL BANNERS, AND MORE)

COMPANY ANNOUNCEMENT

Download the Word doc, customize, and send out as an email, letter, and/or blog. Add it to your website and link back to it from your social media posts.

DOWNLOAD

CEO LETTER

Download the Word doc, customize, and send out as an email, letter, and/or blog. Add it to your website and link back to it from your social media posts.

DOWNLOAD

OFFICE CLOSURE SIGN: LONG

Download the Word doc and customize to create a sign for your front door. There are two versions to choose from. Check the Social Media Posts section for FaceBook images to accompany posts about your office closure (if applicable).

DOWNLOAD

OFFICE CLOSURE SIGN: SHORT

Download the Word doc and customize to create a sign for your front door. There are two versions to choose from. Check the Social Media Posts section for FaceBook images to accompany posts about your office closure (if applicable).

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COVID-19 Resources

Strategy + Communication + Visuals



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Open Forum

Your peers want to know. What are you doing?





We asked. You responded...

How are you handling installations and equipment change-outs?

- 48% No change – still doing installations
- 32% “Porch” deliveries
- 10% Customers pick up from secure location
- 8% Not doing installations
- 2% Shipping equipment

Have you moved to a work from home environment?

- 65% Yes
- 19% No, but working toward that
- 16% No, everyone is still coming into the office

Are you offering a discount on or free internet service or free upgrades?

- 42% Yes
- 31% No
- 20% Yes, but restricted
- 7% No, but considering it

Are you seeing a surge in new orders (compared to standard averages)?

- 63% Yes
- 37% No

Lessons Learned

You tried something. How did it work for you?





Lessons Learned

What challenges
have you faced with
your team working
remotely?



Lessons Learned

What reactions have you had from your customer communications?



Lessons Learned

For those offering discounted or free internet, what kind of reaction have you had?



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Team Health Quick Hits

- Try daily team huddles to keep connected
- Survey to get pulse on team and uncover trends
 - How would you rate your personal stress level?
 - How would you rate your work stress level?

The background is Pivot's team huddle on Day 7 of our 100% work from home environment.

Team Development Series



New ~15-minute videos added weekly

askpivot.com/covid-19

Send special requests to: Nicole@askpivot.com



COVID-19 Resources

Strategy + Communication + Visuals



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Need more? Have suggestions?

Ask your Pivot AE or email getinfo@askpivot.com

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