

# CUSTOMER COMMUNICATION ROUNDTABLE #3

COVID-19 SUPPORT SERIES

APRIL 2, 2020





# Agenda

## 1. Opening Thoughts

- Dave Nieuwstraten, CEO

## 2. Business Customer Focus

- Bernie Arnason, Principal

## 3. Forum

- Jeremy Graves, President

## 4. Lessons Learned

- Aaryn Slafky, Director of CX
- What are your businesses talking to you about?
- Have you identified gaps in your business products or services?

# COVID-19 Resources

Strategy + Communication + Visuals



**pivot**

**[askpivot.com/COVID-19](https://askpivot.com/COVID-19)**





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# Thank You!







## Impact on Business Community

### A. The impact is broad:

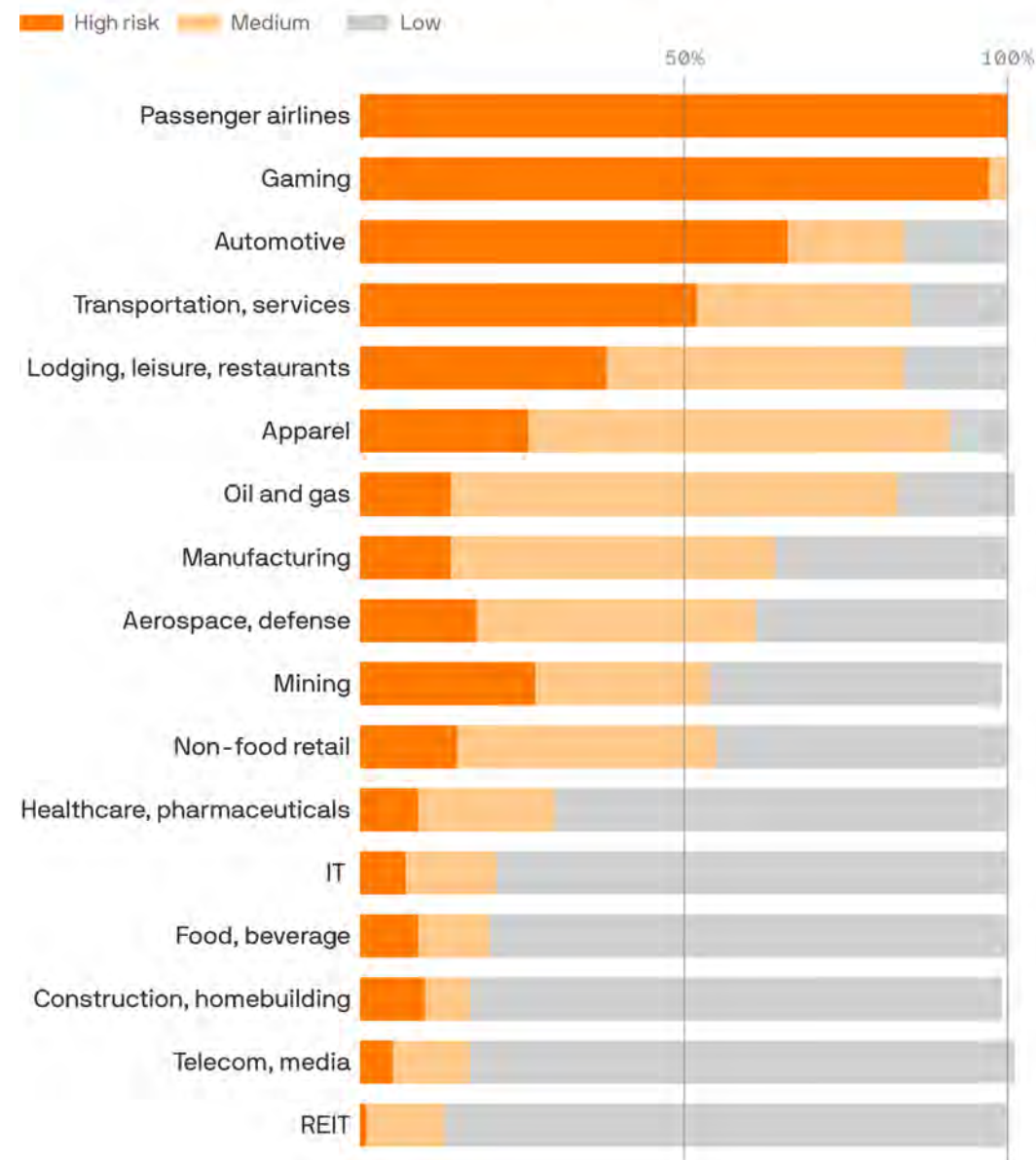
1. Small Business
2. Manufacturing
3. Work From Home
4. Agriculture
  - Demand
  - Supply Chain
  - Labor
5. Schools
6. Medical Facilities
7. Other




### B. SBA CARES Act

## Share of companies exposed to financial risks from coronavirus by industry

Moody's Investors Service analysis of 2,000 rated corporate debt issuers



# Business customers need support too

- 
- Supporting local businesses technically, financially, and otherwise
  - Particular attention to healthcare, first responders, and schools/education



# Implications from COVID-19 for the business community



Companies are expecting to spend more on several key areas of technology:

- 43% of respondents are expecting to invest more in employee communication and collaboration technology
- 37% on mobile devices and services
- 32% on bandwidth and network capacity
- 28% on information security



# Open Forum

Your peers want to know. What are you doing?







## Poll Results (1 of 2 pages)

1. Is your community under a mandated “shelter in place” or “stay at home” order?

71% Yes

30% No

2. At this point in time, what level of financial impact is COVID-19 having on your business community overall?

5% Severe

59% Serious

29% Minimal

5% Neutral/None

2% Positive

3. Do you think when COVID-19 is over you will have increasing or decreasing opportunities with your business customers?

58% Increasing

31% The Same

12% Decreasing

## Poll Results (2 of 2 pages)

4. To help with the impact of COVID-19, are you providing additional support to any of the following types of business accounts?

- 88% Schools
- 33% Hospitals/Clinics/Telemedicine
- 42% Local businesses needing help with WFH
- 40% Local businesses impacted by COVID-19
- 19% Other

5. Since COVID-19, are you getting significant requests from business customers for the following (multiple choice)?

- 40% Hosted IP
- 85% Bandwidth
- 28% VPNs
- 13% Cybersecurity
- 35% Service downgrades/disconnects



# Lessons Learned

You tried something. How did it work for you?



What are your business customers talking to you about?





Have you identified gaps  
in your business  
products or services?







# Play with Pivot!

## *Collage Pattern*

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**WHEN** Wednesday, April 8th

**TIME** 11am PST | 1pm CT | 2pm EST

**WHO** Everyone!

**NEED** Markers or Colored Pencils/Crayons  
Collage making supplies





# Professional Development

6-week curriculum for frontline staff members.

If interested email [getinfo@askpivot.com](mailto:getinfo@askpivot.com).



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