



## Customer Re-engagement Post Covid-19

1. Send a post-COVID-19 catch-up newsletter, updating customers on what has happened to the company and any changes to staff or structure. The newsletter should reiterate your core values and USPs. There has been a lot of water under the bridge, so it is wise to remind the customer why they have a relationship with you and your company.
2. Send a thank you card/gift for their support during the lockdown. This only needs to be a small item, but it is the thought which counts which says - Thank you. You can also send them a "We know it has been tough, please accept this to support you as we all restart our engines" email.
3. Launch a campaign to engage all of the staff in each of your customer's businesses. It could be a team activity pack for the company, i.e. make a video using our products involving as many staff as you can and send it to us. The prize could be a bumper food pack (all entrants get a bumper food pack). This will generate goodwill across the whole company for your brand.
4. Engage your key contact within each of your customers and tell them that you care and you that you are keen to ensure they, their staff and their families are safe and well. Assure the customer you are in a good state of health and financially well placed to provide them with an excellent and sustainable service. Not everyone will survive this lockdown, don't leave the customer to guess about your well being.
5. Request a zoom slot to go through a 4 minute post-COVID-19 customer care assessment of their individual needs. This call might cover whether they would prefer face to face visits, zoom calls, phone calls or emails. Essentially you are enquiring and confirming the etiquette of how your customer wishes to do business with you.
6. Book a more profound post-COVID-19 account management assessment to see if the supply needs of your customer have changed as a result of Covid-19. Do they need different products, additional features, larger pack sizes or changes to your delivery style?
7. Once you have completed stage 2 and 3, you should have sufficient information to review your products or services and your service style (i.e. deliveries etc.). Then reiterate and innovate to demonstrate your business is in sync with the new normal.
8. Start a teaser campaign about the launch of a new product or service; this teaser campaign will generate higher engagement.
9. Speak to your key contacts directly before the teaser campaign comes to an end to ensure you make your key contacts feel "special" by being the first people to hear your new product offer.
10. 10. Set up the hub spot style regular touch email campaign to ensure anniversaries, orders, promotions, product launches are all rewarded with a short "thank you, congratulations, well done" email.