



Here are four steps to help you make this happen.

1

Communicate your company's response to new regulations and legislation

To best support customers, employees, and management over the coming months, it's imperative to stay on top of the latest recommendations provided by local and federal health authorities (including the CDC). Be sure to also keep an eye on relevant state legislation that could impact your business.

Along with helping key internal stakeholders act fast, it's essential to keep your employees and customers informed as quickly as possible on the latest updates and their impact on operations. Communicate what these latest regulations and legislation mean to them, and the steps your company is taking in response to these updates.

2

Share the results of your preventative efforts

People not only want to know the measures your company is taking to ensure their health and safety. They also want to know how effective these measures are.

For example, the CDC has urged companies to require employees to pre-screen, or self-screen, before going into the workplace. At the same time, some companies may choose to pre-screen customers before a scheduled appointment at their locations. Keeping people updated with anonymized results of these screenings can help keep people informed of your preventative efforts. It can also help reassure them that you are actively enforcing measures to ensure your employees' and customers' health and safety at your workplace and physical locations.

4 Steps to Be the Reliable Source of Information People Need Right Now

These turbulent times bring about uncertainty for many. We face flurries of facts every day, making it easy to feel overwhelmed as we wade through it all to find reliable information that's most relevant to us and our loved ones.

People want to feel they have sources of information they can count on to stay informed during these times, and to know what brands like yours are doing to ensure their safety. This requires you to have a process in place so you can consistently keep them up to date with information relevant to them.

3

Remain proactive and transparent in your communications

Transparency is key to building and maintaining trust. Actively keeping people up to date on your company's efforts during these times can go a long way to help your company be seen as a reliable and trusted source of relevant information.

In addition to communicating updates about your preventative and pre-screening efforts, share if these measures have helped detect positive tests, along with your company's actions to ensure the health and safety of these individuals and that of others stepping foot into your workplace or locations.

Due to this pandemic's nature, being transparent in your communications can help eliminate speculation and reaffirm to people that you are a trustworthy source of information they can turn to for the latest information.

4

Stay consistent throughout the months ahead

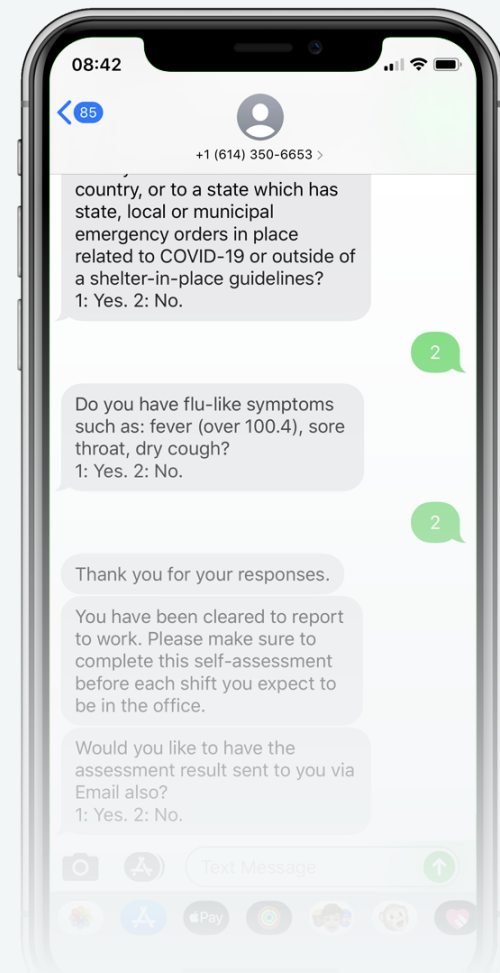
From your pre-screening and preventative safety measures, all the way to your communications, these steps cannot be one-and-done. Consistency is critical to not only build trust among employees and customers but to preserve it over the long-term.

As we move into the months ahead, with the possibility of another wave, ensure you have a plan and the resources in place to remain the reliable source of information people will need you to be. Deploy a governance structure to make sure key internal stakeholders continue to have quick access to the latest updates and insights from your preventative measures, which will empower timely, informative, and consistent communication that your employees and customers need during these unprecedented times.



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Astute is here to partner with you as you navigate these uncertain times.

Our Health Screening Chatbot is quick to deploy and enables you to pre-screen people before coming to your workplace or locations, helping keep your employees and customers safe. Also use the data collected to communicate the quantifiable insights and your preventative measures via the chatbot.

Try Astute's Health Screening Chatbot at astutesolutions.com/health-screening.

