

COMMUNICATIONS CHECKLIST TO BRING CUSTOMERS BACK TO STORE POST-LOCKDOWN



Communicate



Optimise channel preferences to share steps you're taking to keep everyone safe.

Special promos



Give customers an extra incentive to visit you offline.

Send push notifications



When customers are in proximity to your stores. Remind them of your new rules to avoid disappointment instore (e.g. card only and face masks compulsory). Tie this in with real-time stock availability for pre-selected products.

Show your appreciation



Thank your loyal members for their continued support. Offer an incentive to come back again eg. a loyalty card or voucher

Ask for feedback



Listen to how easy, accessible, enjoyable, friendly, and valuable the shopping experience was for your customers or find out where you need to improve.

Top Tip: Show them what's changed

A video paints 1,000 words. Create a short clip of what the new normal looks like instore. Customers will be more prepared and will feel more reassured about visiting you.