



Execs In The Know

Leaders Learning from Leaders

Operational Readiness

Addressing the Growing COVID-19 Concerns

Our Execs In the Know Corporate Advisory Board recently met to discuss COVID-19 and outlined some common considerations and planning needed within service operations during this unprecedented time. The Board defined three main critical categories that should be addressed: business, customers, and employees' wellbeing. To help drive considerations and discussions within your own business' preparations, our Board has put together the following list of questions to prompt discussion and planning within your respective organizations. We hope you take the opportunity to leverage our community to discuss this rapidly expanding topic with other leaders and gain additional insights and perspectives to combat this ongoing situation.

1. Will I be asked to reduce expenses because of reduced revenue? What should I be considering?
2. Have you created a communication plan for your customers and your employees?
3. Have you created statements for your employees to convey to your customers?
4. Is HR prepared to address increased questions about benefits and healthcare?
5. What are your potential points of exposure? (Areas that may be affected due to the virus)
6. Should you be screening employees coming to work for fever or other potential symptoms?
7. Are you communicating to employees to stay home if they have any signs of illness? If so, are you going to pay them?
8. Are you set up for work-at-home agents?
9. Are you prepared for centers/locations to close?
10. Have you reviewed my channel distribution options?
11. Is there an opportunity to shift volumes to digital channels?
12. Will you need to force digital service for certain areas?
13. What questions will your customers have and how can you proactively service these?
14. Are my partners prepared? (Outsourcing)
15. Will you have shortages from potential suppliers that you will have to plan for?



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16. Is there an opportunity to shift company funding? Example: marketing to CX due to constrained marketing environment.
17. Can you use underutilized employees in other areas? Example: shift store employees to call center work.
18. Have you walked through your business interdependencies to determine potential impact areas?
19. Do you anticipate a call spike/call reduction?
20. What can you as a brand do to help the bigger world problem?
21. Is there an opportunity to create faster adoption for digital through this period of time?
22. Are there critical roles/single points of failure that need to have contingency built around?
23. How am I going to prepare in office workers for the new remote office environment?
24. Have you reviewed all tiers of service and ensured there are redundancies for each?
25. Do you have physical guidelines in place for agents still in the office or in training? Eg - workstations are at least 6 ft apart, etc.
26. Do you have a task force that is tied into recommendation from the CDC?
27. Can/should I create special pay exceptions for those employees that are forced to stay home to take care of kid or who are not feeling well?
28. Have you created an increased facilities sanitation plan? Eg - deep cleaning of stations/headsets, etc.
29. Have you put up additional reminders throughout your facilities for increased handwashing?
30. Should I add additional hand sanitizing stations?
31. Have I scheduled daily/weekly check-ins with affected groups to address questions and concerns?