

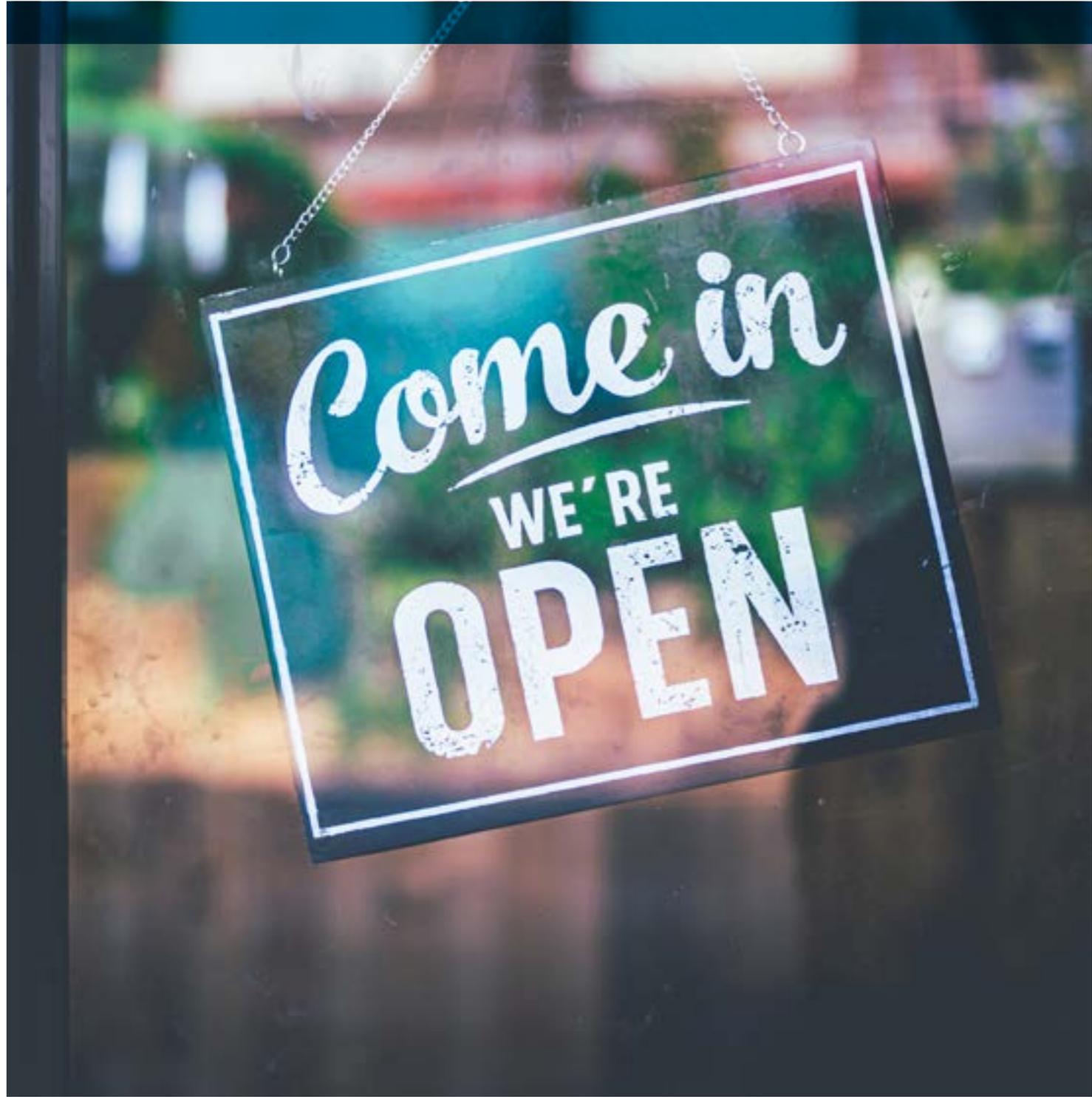


BETTER
BUSINESS
BUREAU®
Northwest + Pacific



BACK TO BUSINESS TOOLKIT

REOPENING IN THE TIME OF COVID-19



Come in
WE'RE
OPEN

REOPENING IN THE TIME OF COVID-19

Many businesses across the country are preparing to reopen amidst the COVID-19 pandemic. When the time feels right to reopen the doors to your business, you want to welcome back customers safely.

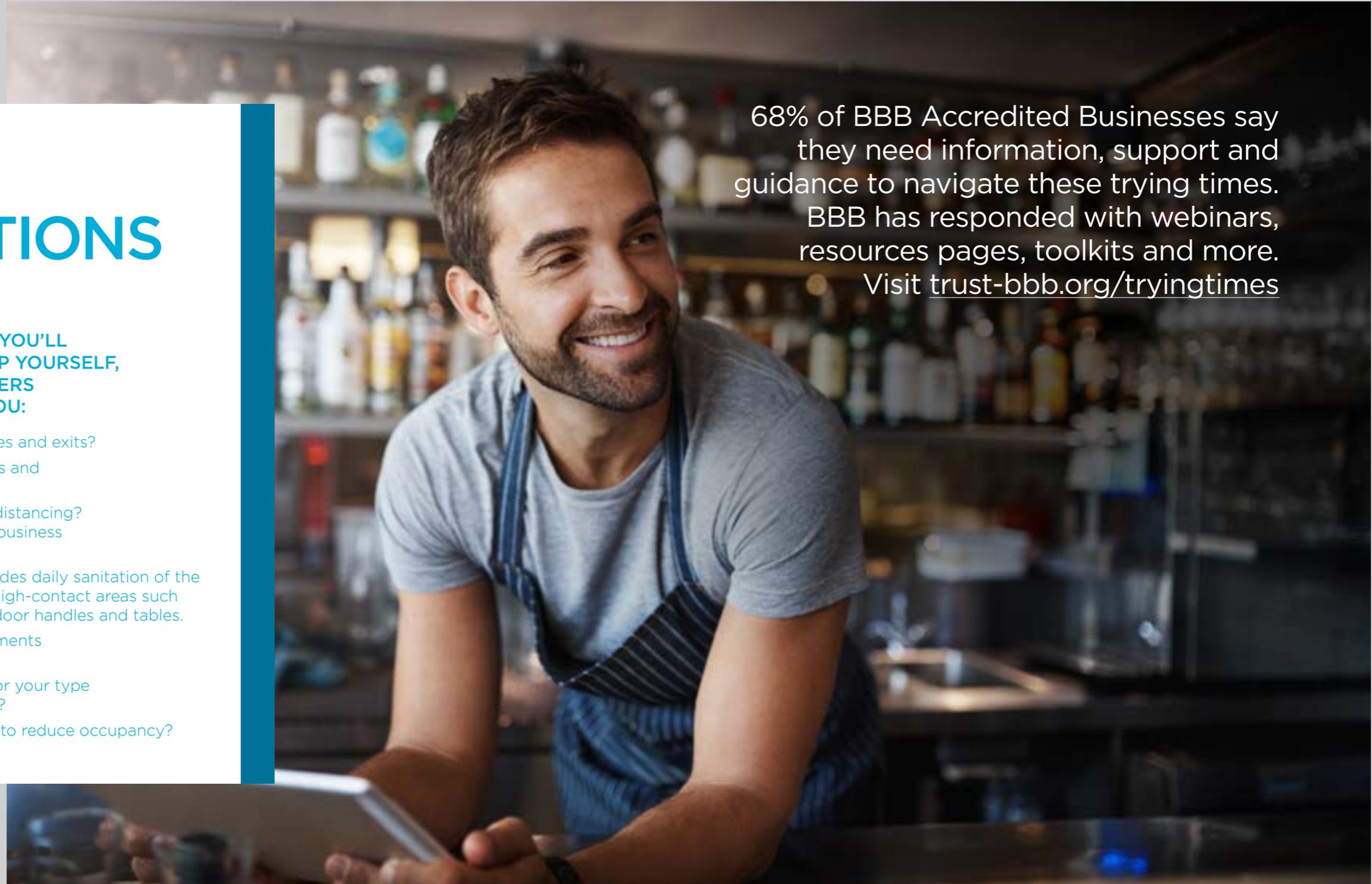
Guidelines vary significantly across states and industries, so check with your local representatives for more information on what is or is not allowed in your area. To help you get started, BBB compiled general tips for businesses preparing to operate under unique restrictions.

REOPENING CONSIDERATIONS

NO MATTER YOUR TYPE OF BUSINESS, YOU'LL WANT TO ESTABLISH POLICIES TO KEEP YOURSELF, YOUR EMPLOYEES AND YOUR CUSTOMERS SAFE. LET THESE QUESTIONS GUIDE YOU:

- Is signage required in your state for entrances and exits?
- Will voluntary safety signage help customers and employees feel safer in your establishment?
- Do you have space available for safe social distancing? Can you limit the number of people in your business and create safe-distance queues outside?
- What is your plan for sanitization? This includes daily sanitation of the establishment and regularly sanitization of high-contact areas such as payment terminals, pens, light switches, door handles and tables.
- What are your indoor face-covering requirements and how are you communicating them?
- Is personal protective equipment required for your type of establishment per city or state guidelines?
- Are some employees able to work remotely to reduce occupancy?

68% of BBB Accredited Businesses say they need information, support and guidance to navigate these trying times. BBB has responded with webinars, resources pages, toolkits and more. Visit trust-bbb.org/tryingtimes



A man with a grey beard and mustache, wearing a grey hard hat and a bright yellow safety vest over a blue and white plaid shirt, stands with his arms crossed on a construction site. The background shows scaffolding and building structures.

“Today’s consumer appreciates honesty. Making a claim and not delivering on it will not work. All the more important in the new normal that consumers will return to in the following months.”

- Nielsen, April 2020

BUILDING AND MAINTAINING TRUST

THERE ARE SEVERAL WAYS TO FOSTER RELATIONSHIP CONFIDENCE THROUGH THIS TRYING TIME. CONSIDER THESE IDEAS:

- Promote your new self-service, virtual or pick-up options prominently on your website and social media channels.
- Publicize the measures you’re taking to sanitize your facility and keep others safe.
- Now is not the time to slack on your digital marketing - emails, social media, conference calls and digital messages are critical during this time.
- Share pictures or videos of your employees in their personal protective equipment. Post photos to remind people that you are open. These can be photos of customers in the store, your new safety practices and your staff operating the business. If you are running your business online, make posts showing your team conducting phone or video conferences.
- Show your customers you care about their safety by making sanitizing wipes, sprays, gels, etc. readily available throughout your establishment.
- Follow new FMLA guidelines for those who may contract COVID-19.
- Offer support and an open ear for your employees’ concerns.
- Create a “whistleblower” system where employees can report violations or health concerns without fear of retaliation.
- Keep an open mind about schedules and accommodations. Daily schedules have changed radically. If employees are sick, allow them to stay home without pressure to come in.

KNOWING THE CUSTOMER OF TODAY

AN APRIL BBB/GOOGLE SURVEY FOUND THAT NEARLY HALF OF CONSUMERS ARE MORE SELECTIVE OF WHICH BUSINESSES TO TRUST. IN 2019, NEARLY 14,000 BUSINESSES RANKED CREDIBILITY AND CUSTOMER CARE AS THE TOP BENEFITS OF BBB ACCREDITATION, FOLLOWED BY INTEGRITY AND TRUST.

The research also showed what business practices these consumers favor during this pandemic, especially as their needs and demands continue to evolve.

- Hygiene/Protection/Social Distance: 35%
- Availability/Speed: 27%
- Handling Refunds/Cancellations: 15%

What's more, today's customers are relying on BBB and businesses accredited by BBB more than ever:

- Consumer inquiries to BBB Business Profiles are up 16% year over year for March and April, to over 27 million.
- More people are visiting BBB.org to find Accredited Businesses over businesses that are not affiliated with BBB.



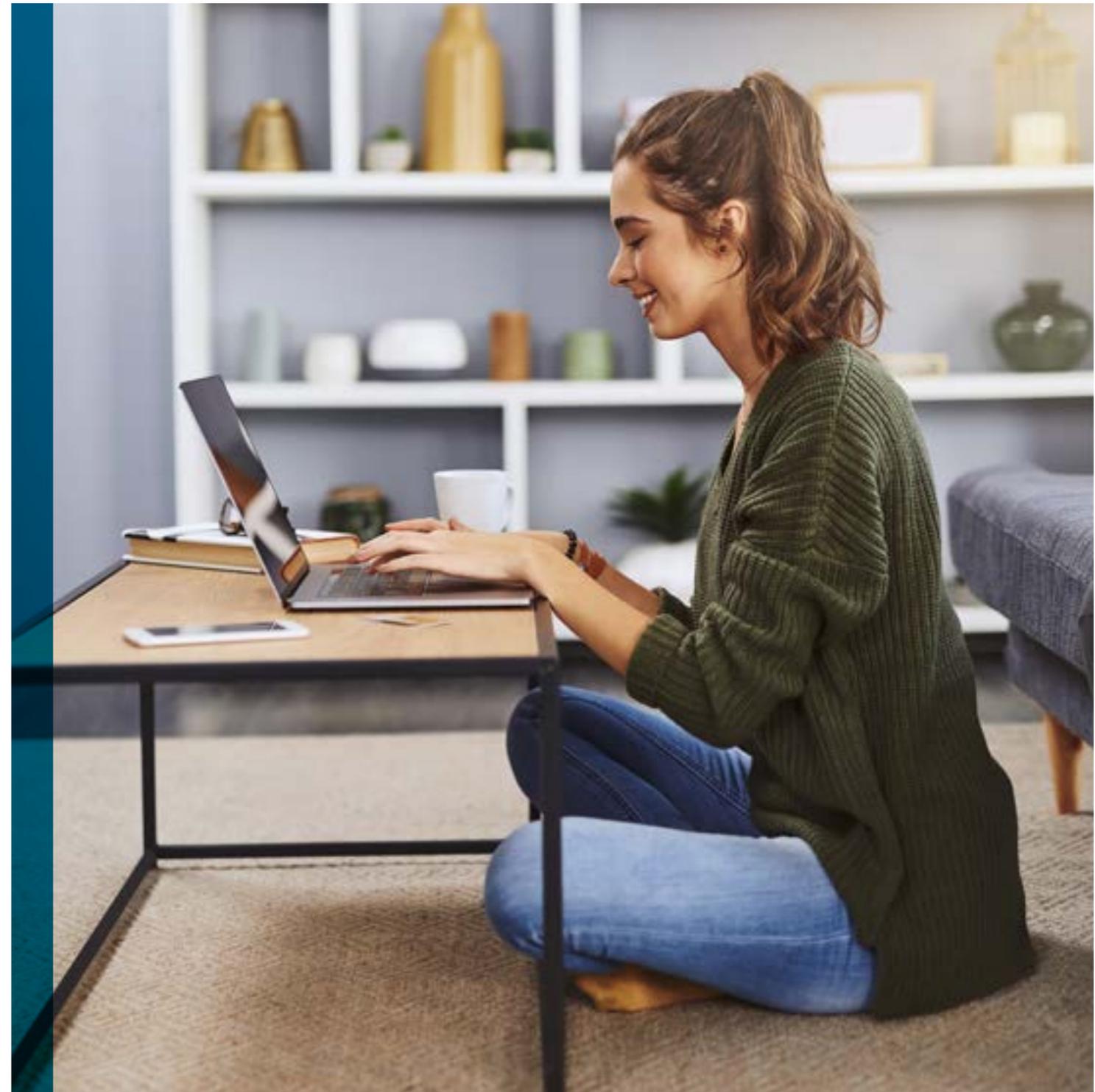
Consumer inquiries to BBB Business Profiles are up 16% year over year for March and April, to over 27 million.



WORKING VIRTUALLY

THERE ARE MANY RESOURCES AVAILABLE THAT ALLOW MEMBERS OF YOUR TEAM TO WORK AND STAY CONNECTED COMFORTABLY, EFFICIENTLY AND SAFELY FROM HOME.

- Stay connected with conference calls or online meetings using webinar software. Don't forget your virtual meeting etiquette!
- Stay in touch with clients through email platforms that make sending robust or regularly scheduled emails a breeze. You can download sample communications to help with getting started communicating regular COVID-19 related updates.
- For word processing, spreadsheet and presentation needs, consider cloud-based services that offer these tools. Microsoft and Google both provide cloud-based services for document processing. This will allow you to take your work with you.
- Keep cybersecurity a top priority. BBB has tips for staying secure while working remotely.
- Communicate a clear telework policy.
- Consider creative ways to manage and motivate remote teams.



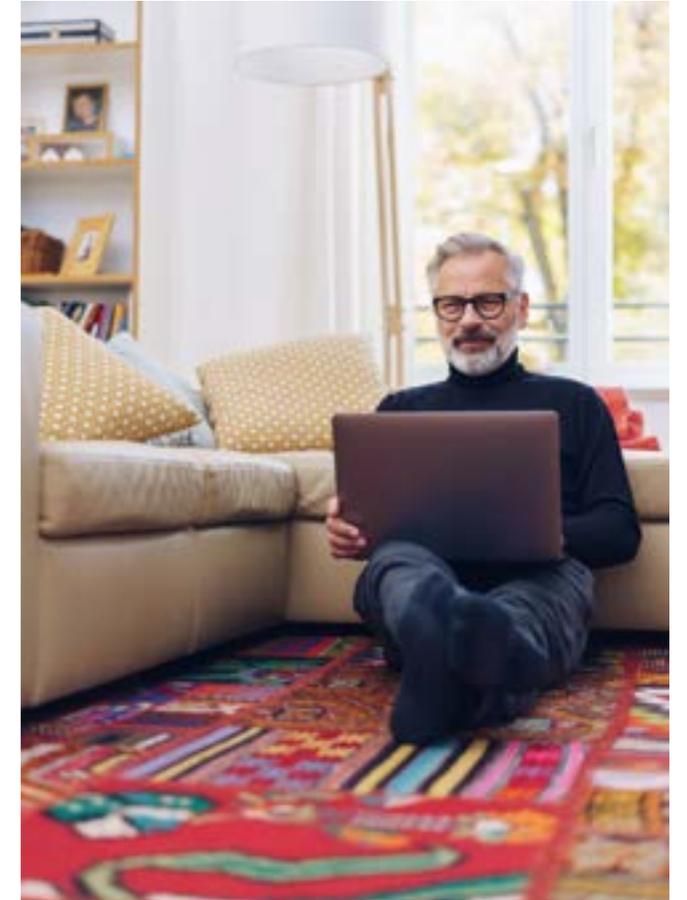
FINDING FINANCIAL RESOURCES



- Check the Small Business Administration (SBA) for information on Disaster Relief Loans available to businesses impacted by the pandemic.
- Check SBA for the most recent information on the Paycheck Protection Program (PPP) and resources for finding a lender.



- Consider other options, such as the Main Street Lending Program. Your state may also have resources and grants available. Check with your local SBA, financial institutions and economic commissions.



GIVING BACK, STANDING OUT

SOMETIMES, YOU CAN'T DICTATE WHAT'S HAPPENING AROUND YOU, BUT YOU CAN CONTROL HOW YOU REACT. NOW IS THE TIME TO RESPOND WITH EMPATHY AND KINDNESS. AS A BUSINESS, CONSIDER YOUR AVAILABLE RESOURCES TO POSITIVELY CONTRIBUTE DURING TRYING TIMES.



- **Provide.** If your business has the resources or production efforts to provide materials, such as masks or cleaning supplies, contact your local hospitals and shelters with an offer to donate. Feed first responders by providing meals or offering discounts on food. Offer your business's driving or delivery services to other businesses that need help with supply chain demand.
- **Ask.** To better understand how your business can help, ask what your employees and customers need during this time.
- **Commit.** By doing all you can to keep your employees, you are demonstrating your commitment to the community. Your business creates jobs for the community, which, in turn, keeps the local workforce and economy working.
- **Help.** Create free online or printable activities for employees' children to help parents struggling to find balance while working from home.
- **Spread positivity.** Share heartwarming stories of staff, community members or efforts your business is taking to help.
- **Donate.** Research the different non-profits, relief organizations, medical centers and emergency departments in your community. By offering financial aid, you provide others a platform for action. For more information on COVID-19 and its effect on charities, read BBB's Special Report: [COVID-19 and the Charitable Sector](#).



There won't always be an international crisis or natural disaster affecting your community. Still, there is always the opportunity to react with empathy and offer help. When your business shows that it cares and is committed to your community, the community will return the kindness.



www.trust-bbb.org