



David Stock
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What kinds of communication - to your customers, employees, vendors and lenders?

For customers we are e-mailing, adding banners to our website and calling. We try to explain the situation on fulfillment, ask them to be flexible on their choices, let them know we do home delivery and try to be as empathetic about their particular situation and try to give guidance on what they should order, explain lead times.

For Employees we explain what we are doing to keep them as safe as possible and that we will do everything possible to get back on track soon. We will survive.

What kinds of marketing, flyers, videos, website content any other forms? What is working? The best thing that has worked is e-mails with product that are in demand that we have stock. While that has worked extremely well, we do not have a lot to offer at this point.

What Procedural changes – handling product, work environment, facemasks, practice safe hygiene and distancing, what specifics etc...

Whenever anyone enters the building, they must wash their hands which includes Drivers, Office Workers and Guests. We have staggered start times for the drivers to limit contact. Drivers have masks, gloves and hand sanitizer. Customers are not required to sign tablet. Phone numbers are required for all orders so we can call customer if the building is locked down or home delivery. Salespeople and some customer service people are working from home. Every evening all washrooms, doorknobs, coffee pots, microwave handles, refrigerator handles, and shared keyboards are wiped down. Every employee is responsible for cleaning their area every morning.

What Sales Changes have you made – video conf calls, reps responsibilities etc.

The only change is the reps are contacting (and reporting) their customers to see what we can do for them, be empathetic to their situation and thank them for their support. We are keeping a list of customers we have not been able to contact also.

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