

Communicating with customers during COVID-19

Michael Halloran | March 26, 2020



The world has changed completely in a matter of weeks. But you can stay connected through your Rocket Referrals account. Here's what we recommend for communicating with customers during COVID-19.

Now is the time to communicate more, not less—which is exactly what Rocket Referrals was built for: to make staying in touch with clients automatic, consistent and stress-free, no matter what else is happening in the world.

In fact, it's been amazing to see the unprecedented increase in communications sent through our platform since the start of this crisis—six times more! It seems like the Rocket Referrals community is really meeting the challenges of social isolation. And we're going to be here for you every step of the way.

Here are some things you can do to keep communicating with customers during COVID-19 so they know you're looking out for them.

Send them weekly check-in emails.

[We created a new shortcut](#) for you to quickly start coronavirus communications.

Not sure what to say to clients? At the very least answer these questions:

- Is your office still open?
- What are your hours?
- How can clients make payments?
- How can they file a claim?
- Are there any event cancellations?
- Are you planning any online events?
- Any other practical info they should know or other changes in service?

Example email template:

Hi James,

COVID-19 is causing disruption across the country. So, I wanted to make sure you knew what to do if you're having any insurance issues, especially since our office is currently closed to the public.

You can either email me directly or call one of these numbers:

- *For payment issues, call 555-123-4567 (or visit [www.ABCinsurance.com/billing](#))*
- *For claims, call 555-234-5678*
- *For anything else, call 555-345-6789*

Our hours remain 8 AM-5 PM, and I'll keep you updated on changes as they happen over the next few weeks.

We'll get through this, and we're here if you need anything else at all,

Michael

Turn on Rocket Connect.

[Rocket Connect](#) lets you save, manage and share touchpoints relevant to your clients and colleagues. We've got content libraries full of useful videos and articles that are ready to send, but you can also upload anything you think will be relevant to your audience, particularly if you want to talk about what's happening in the world right now.

Our handwritten cards are still available.

Even better than an email is a handwritten card. You can send one any time you like, and we'll deliver it as we always do. In fact, receiving a birthday card or other handwritten message can cut through the physical separation and show customers you care about them.

Example card template:

Hi Jill,

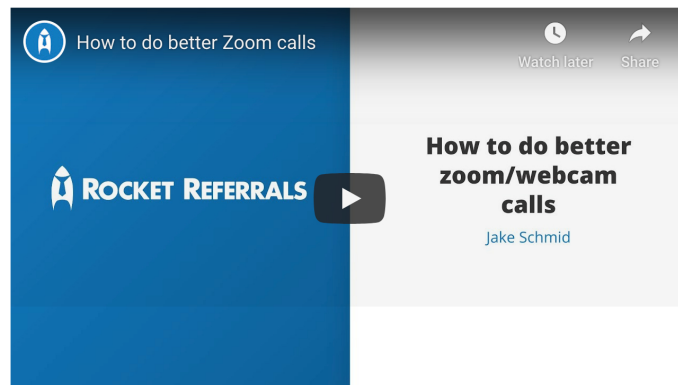
I've been thinking about all my customers during these strange times. I'm available whenever you need me.

Give me a call at 555-123-4567 if anything comes up.

Michael

Call your customers (and love your webcam)...

It's still essential to follow up with customers throughout this crisis. But maybe rather than a phone call, and if the option is available, consider using [WhatsApp](#), [Facebook Messenger](#), [Skype](#) or another messaging app that supports video. Being able to see someone's face can lead to a more empathetic conversation.



Jake explains how to set up a Zoom call for the best impact.

...or send them a text to see how they're doing.

If you find customers prefer text, go with that instead. It's a quick and easy way to check in.

Have you updated your voicemail?

Make sure your current voicemail message reflects your situation. For example, if you're using a home number to respond that you'd prefer remains private, talk about that.

It's a good idea to write down the script before you attempt to record it.

Example voicemail script:

Hi, this is John Smith's voicemail. Due to the COVID-19 crisis, I'm working from home, but I'm still able to return calls. Just leave your name and number and I'll get back to you as soon as possible.

However, I am limited to using my personal phone number for this, and to avoid sharing it publicly, please expect to see a return call from a private or unlisted number. Alternatively, email me at john@123insurance.com.

Keep your NPS surveys and review and testimonial requests turned on.

We looked at the numbers, and people are still consistently responding to all of these requests even now.

They remain an essential way for you to make sure your customers are getting the service they need and they help maintain some of the continuity of everyday life in the face of this crisis.

Respond to your Google Reviews (if currently available) and update your Google My Business profile.

Have you been putting off responding to your online reviews? Now's the time to do it as it shows customers you're thinking about them. [Read this article for tips on how to do it just right.](#)

Plus, make sure your office hours are up to date in Google My Business or mark yourself as temporarily closed if that applies.

However, [Google is limiting some of your profile's functionality during the crisis](#). So, just be aware of that if you find yourself unable to respond to a review or anything else.

What our team is doing to make sure your communications continue to go out.

There'll be no disruption to the services we've always provided you. All our account managers have the tools they need to work from home. We're staying in regular, daily communication via instant messaging, email and online check-ins.

Here are just a few of the tools we're using to get through this (they could help you and your team stay connected, too):

- [Slack](#)—A chat room for your whole company, designed to replace email as your primary method of communication and sharing.
- [Dashlane](#) or [LastPass](#)—A cross-platform password manager to make sure your passwords stay strong, safe, current and accessible.
- [GoToMeeting](#)—An online meeting, desktop sharing, and video conferencing software package that enables you to meet with customers or colleagues in real-time.
- [Calendly](#)—This app is an easy way to manage appointments and you can integrate it with GoToMeeting.

We're increasing our own outreach, too.

We have a whole series of events lined up including webinars, live discussions and Q&A sessions. Keep an eye out for more event info via email and our social media channels.

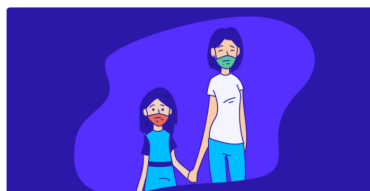
We held our first webinar of the series earlier this week: "The 5 best strategies agencies are using to collect more contact details from clients." [Here's the replay in case you missed it.](#)

Need a hand with anything else?

We know there's a lot of confusion out there right now, but Rocket Referrals is one thing that's not changing in your life. And frequently communicating with customers during COVID-19 is one of the best things you can do right now.

Send us a message on [Facebook](#), or call us at (515) 512-1515, if there's anything we can do for you.

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