

In light of the current COVID-19 outbreak, Curtis Gabriel are committed to helping our clients through this period. Below is a list of actions that we recommend you take as a company, as well as a comprehensive guide to all that we are doing to support you through this uncertain time.

Social media is the easiest and most effective way of communicating to a mass audience and we are dedicated to providing you with an enhanced crisis management service, 24/7 - we will produce a strategy with you on this.

What you should be doing operationally:

- Ensuring a constant supply of hand sanitizers/anti-bac wipes are readily available in each vehicle for both drivers and customers.
- Avoiding tactile contact as much as possible, i.e. handshaking, cash handling, having reading materials in public places.
- Regular driver testing for the virus (if possible)
- Card Payments as opposed to cash handling
- Cleaning the vehicle between journeys
- Driver masks
- Deep Clean of the car at the end of the day, both inside and out
- Segregation/partition between drivers and customers
- Driver training – cleaning techniques, infection control etc
- Clearly display advice materials from NHS and WHO, including how to wash your hands properly. Please note, ensure these are stuck down so they can't be picked up.

What we will communicate via social media:

- No option to rideshare with unknown individuals unlike Uber/Lyft
- That all drivers and staff are educated on the current guidelines provided by the Government and WHO and have put the above measures in place.
- A genuine care and concern for the local and wider community.
- Neutral and balanced content, avoiding any potentially controversial or insensitive topics, whilst still focusing on the key USPs of the business.
- Adjusted commercial focuses, if necessary.
- The ability to continue providing quality services to the general public

What Curtis Gabriel will do additionally, to help your business through this period:

- Access to 24/7 crisis management services, throughout the whole process.
- Additional and more regular communication with your Account Manager and adjusting content, if necessary and at any time.
- Regular updates on account delivery.
- Additional artwork for websites, posters or emails if necessary.
- App push notifications, if applicable.
- Adding an official Coronavirus tab to Facebook pages, to give advice to page followers.
- Optimising help and advice already available from official sources.
- A return to commercial focus and full business, as the outbreak passes.
- Lighten the burden on your operations team, by communicating key business updates across social media.
- Ensure any negative comments and incorrect information is quashed, manage negative reviews, amplify positive reviews + monitor conversation about brand without tags on Twitter or in Facebook Groups.
- Continue to share positive case studies, testimonials and reviews to highlight the business' commitment to quality and customer care.