

## COVID-19 COMMERCIAL RESTART SERVICES

The coronavirus pandemic has had a profound impact on the way many businesses operate and interact with their customers. We're helping our clients manage their challenges today and prepare for the future as they reopen their doors and we all adjust to this new normal. We're continually monitoring and updating our services to ensure that as this pandemic evolves, we do too. We'll make sure you're prepared for each new day.

### VETTED AND VALID INFORMATION RESOURCES

It is more important now than ever to be relying on accurate information when making decisions about the future of your business. We are committed to providing all commercial Restart clients with information coming from the most trusted sources, so we're continually reviewing our resources for accuracy and timeliness. As recommendations evolve, we make sure you have the most important information for your business, instantaneously.



### CLEAR AND ACTIONABLE GUIDANCE



The future may seem uncertain for many small businesses, so having clear and easy-to-understand resources is vital. All of our information resources and curated content surrounding the aftermath of the pandemic are designed to be communicated simply without overwhelming or confusing you — giving you access to the details and recommendations you need to ensure your business emerges from the pandemic the right way.

### PROVEN PATHWAYS FOR SUCCESS

The coronavirus pandemic has already started to fundamentally change the way customers interact with businesses. For many small businesses, these effects could be disastrous. For others, this shift presents a unique opportunity to deliver value and gain market share. We're providing our clients with intelligent roadmaps, expert advice, and data-driven market analyses to help them reach for success in the aftermath of this crisis.





# RESTARTING AFTER COVID-19

## PLAN

Making a plan for reopening after coronavirus will help save time and stress as you open your doors. We help you identify key pieces of information and develop an action plan for reopening. We'll help you find the answers to your most important questions, set health and safety guidelines, and communicate your plans effectively with your employees and your customers. As we all adjust to this new normal, we make sure you're prepared to take on any new challenges.

## RESTART

This pandemic has forced many small businesses to reconsider their operating procedures and reevaluate their routines. We're helping you hit the restart button and respond to the challenges that come along with this new normal. From identifying protective measures you can take to prevent the spread of the virus within your premises to walking you through how to respond to employee fears, financial uncertainty, or even another outbreak, we'll be there with you every step of the way.

## MANAGE

Small businesses have a lot to juggle right now – from retaining and building customer relationships to managing private data and your reputation to supporting employees facing challenging circumstances. Our Restart program is here to help you through it all. We'll help you develop tactics to manage and balance all of your priorities, while also putting measures in place to mitigate the risks to your business.

## SUPPORT

As we help you reopen your doors today, we're also here to support you in the future. The world continues to face uncertainty in the aftermath of the pandemic, so we're putting resources in place to support our clients through another shutdown or unexpected change. We'll also provide guidance and resources to help you chart out new paths for success, including capturing new markets and identifying new products or services for your offering. And, if the worst happens, we're here to support you as you wind down operations.