

COMMUNICATION STRATEGIES & SCRIPTS DURING CRISIS MANAGEMENT

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It's during the most challenging and chaotic times that our ability to delight customers means the most. Here are some important reminders when interacting with clients over the phone and at the front desk.

As always, remember to listen, demonstrate empathy, and provide solutions.

The scripting below will help you handle various types of client conversations while allowing you to help clients think about services you provide that will create a solution for them during a time of crisis and uncertainty.

On each of the types of calls listed below, remember to inform the client of any special promotions you are currently running such as:

- 20% off for First Responders and Medical Personnel;
- Extra days on Daycare Packages that are sold by X date;
- Gift certificates that cost \$100 and are worth \$120 when used;
- New transportation services; etc.
- Concierge services, including dog food doorstep drop-off, medication deliveries from veterinary practices, etc.

Cancellation Calls

- "I'm so sorry to hear that. Is this due to the coronavirus outbreak?"
- "I ask because we're trying to keep track of the number of cancellations this is causing."
- "We're happy to keep your deposit on file for you, so you can use it for a future reservation."
- "While I have you on the phone, I wanted to let you know about"
- "Is there anything we can do to help make this time more manageable for you and (pet's name)?"

Client Says they are Working from Home

- "I'm sure it will be great to spend more time with (dog's name), but please call us if you'd like to have him/her join us for Daycare!"
- "Dogs are very intuitive, and they know when we're stressed, so in times like these, it's even more important to keep pets on an active routine."
- "Would you like to bring him/her in for daycare or would you like for me to arrange for pick-up and drop-off services?"

Outbound Client & Pet Wellness Check Phone Calls

- "Hi, this is (your name) calling from (facility name). I just wanted to check in and see how you and (pet's name) are doing."
- "Is there anything we can do to help make this time more manageable for you and (pet's name)?"

When you provide exceptional customer experiences, you will make lasting impressions that clients will remember long after this crisis has passed. These lasting impressions will help you create and maintain loyal clients who will tell their friends about the remarkable service and care you provided, and how you made them feel.