



REOPENING CHECKLIST:

# How to get ready for “normal”

In an effort to help businesses that have been impacted by COVID get back quickly, we've put together a checklist to keep your customers informed, bring them back to your locations when the time is right – and drive more revenue so that you can emerge from the pandemic stronger than ever.



# Key channels



Always keep up to date on the most important channels that customers\* use to find out about the current situation, including:

- The company website and app
- Location and store pages
- Search engines (such as Google, Bing)
- Social media platforms (such as Facebook, Instagram)
- Review platforms (such as Trustpilot, Foursquare)
- Navigation services (such as Google Maps, Apple Maps)
- Voice assistants (like Amazon Alexa, Siri)
- Industry-specific platforms (such as TripAdvisor, OpenTable, KaufDA)

# Information and listings management

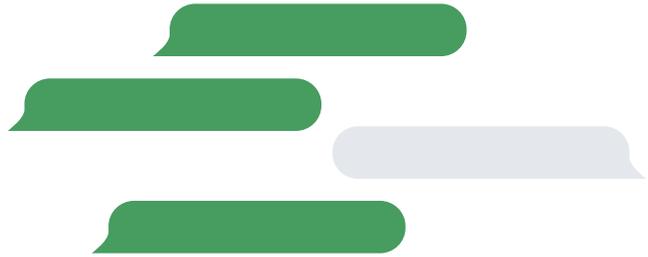
- Indicate which locations are open.
- Update store hours.
- Make sure your contact information (like your phone number) is accurate.
- Communicate COVID security measures – digitally and also on-site via notices or digital screens.
- Keep your site attributes up to date, such as:
  - Cashless payment
  - Outdoor seating
  - Delivery service
  - On-site dining
  - Drive-in
  - Online appointment scheduling
- Update images of your locations on various platforms and your website.
  - Many businesses have remodeled their stores to guarantee minimum clearances – or they have used the temporary closures for upgrades and remodeling. Customers should be informed of these changes.
- Prepare your communication plan for your marketing and social media channels and inform your regular and key customers separately.
- Create booking or purchase incentives via your marketing channels (e.g. reopening offers, discounts, special conditions for purchases or bookings).

# Searching for trust

Today, information is everywhere and instantly available. As consumers, we expect accurate, instant answers to our questions wherever we ask them – especially from the brands we interact with. In fact, this information exchange is the foundation of customer relationships: according to a recent study by Yext, 70% of consumers\* say accurate answers from a brand increase trust. At the same time, 43% say brands across all industries have a real problem presenting the right information online. When consumers receive inaccurate information about a brand or business – whether on the company’s website or through a search engine – many of them (42%) blame the brand or company itself.

## Four-in-five consumers

say brands should be tackling misinformation more seriously.



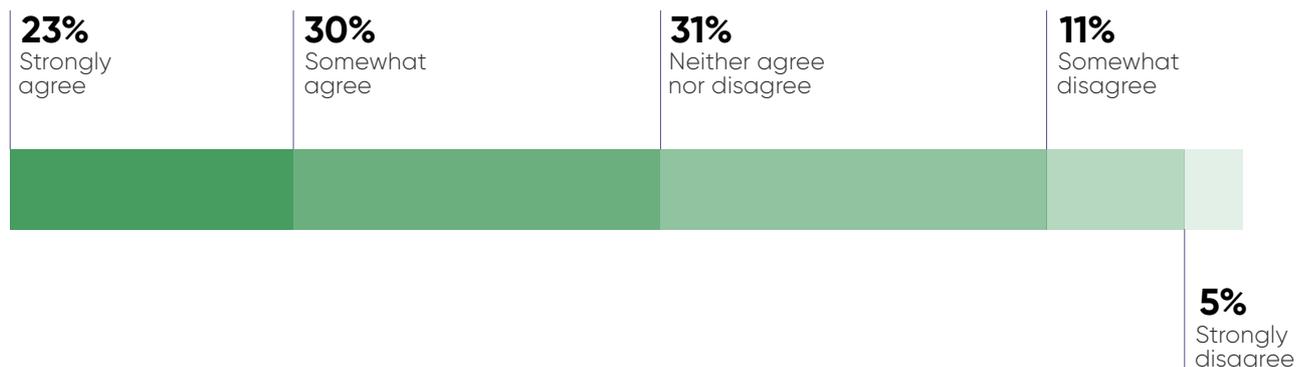
### SURVEY QUESTION

**"I have been negatively impacted by misinformation I have received online before."**



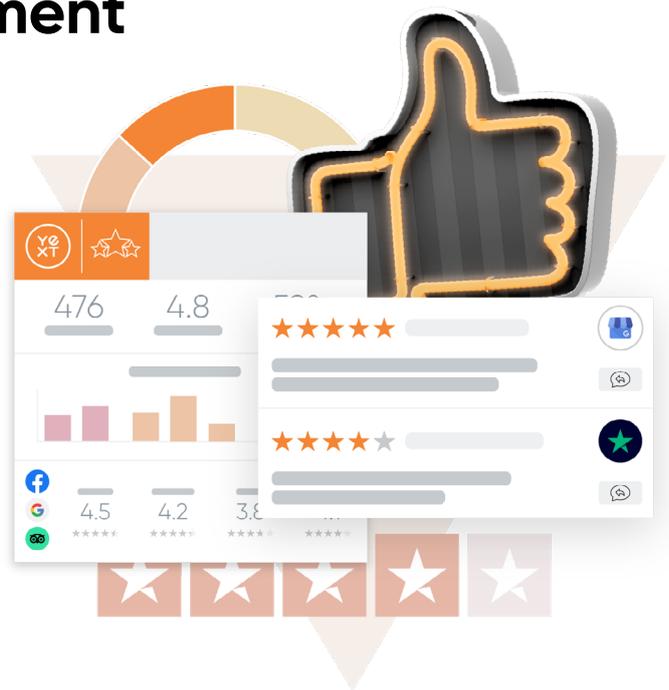
### SURVEY QUESTION

**"I am more concerned about misinformation now than I was before the Covid-19 pandemic."**



# Reputation Management

- ❑ Think about a reputation strategy – both to generate more reviews and manage them, and to get customer reviews on how to handle security measures.
- ❑ Respond to questions and reviews if you receive them.  
*Responding to reviews shows interest in your customers and their opinions.*



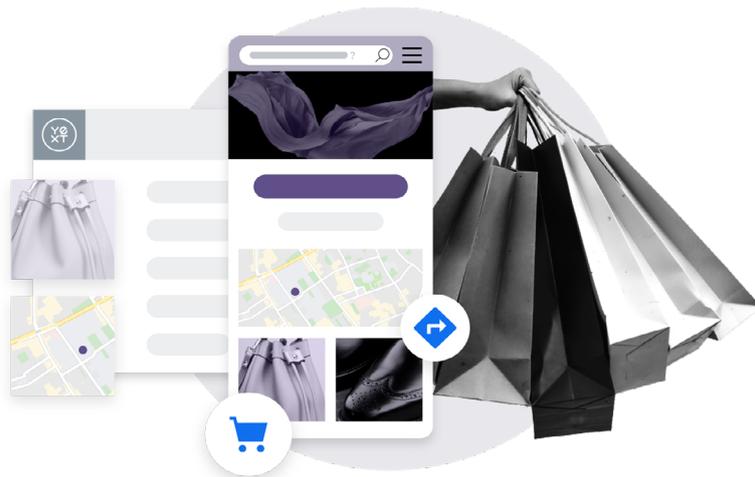
## Industry-specific checklist

### For restaurants:

- ❑ Decide whether delivery service will be maintained or discontinued.
- ❑ Communicate changed hours for deliveries or take-out food.
- ❑ Inform reservation systems of reopenings and capacity.
- ❑ Provide contactless options for pickup and payment on Google.
- ❑ Integrate your current menu on Google.
- ❑ Update restaurant dining options for all locations (e.g., ability to dine inside or outside, etc.).
- ❑ Do you have an overview of which foods and beverages were most frequently ordered during the pandemic? Use this to increase and target the “best sellers.”

### For gyms and sports facilities:

- ❑ If there is an option for contactless check-in, indicate that on Google and your website.
- ❑ Communicate changed course schedules and price changes or subscription models, if applicable.
- ❑ Indicate if there are any restrictions on the number of visitors, for example.
- ❑ Inform customers about specific updates related to COVID (e.g., mandatory masks for training or new cleaning procedures).



### For retail:

- ❑ Offer a digital “Click & Collect” solution so customers can easily make an appointment to store safely.
- ❑ If an on-site visit is already possible: indicate how many customers are currently allowed in the store and under what conditions they are allowed to enter a store (e.g., only with FFP2 mask and/or negative rapid test).
- ❑ Indicate cleaning and sanitation standards.
- ❑ Replenish inventory of the items most commonly sought for each location, and give your suppliers plenty of notice to avoid delivery problems and shortages.

The past year has been characterised by a high degree of uncertainty. Even today, there are many fluctuations and different, changing regulations. But companies now also have an excellent opportunity. After all, a successful reopening is not just about reopening the doors to the premises - companies need to take the necessary steps and ensure that digital tools - such as online search - take some of the work off their hands. Not only does this allow for a smoother transition, but it also shows customers that they can have complete peace of mind. And that, in turn, creates more trust and higher sales.



## Back to Business with Yext

If people are having trouble finding accurate information about your business, that's a lost opportunity. Yext created the #Back2Biz program where we're offering a special deal on our Yext Listings solution to get you back to normal better and faster.

### ✓ **Get found better**

*Be visible on 150 of the top apps, maps and services consumers use to find local businesses. These include Google Maps, Amazon Alexa, Apple Maps, Facebook, Bing and Yellow Pages.*

### ✓ **More accurate responses**

*Easily inform consumers of important changes such as pickup options, delivery and business hours, and more.*

### ✓ **Get up and running faster**

*Be prepared. As soon as conditions are relaxed, sync up-to-date information about your locations from Google My Business to Yext with just a few clicks.*

### ✓ **Real-time updates**

*React in seconds. Change opening hours or delivery options in real time, for example. You will see the increase in your digital presence immediately.*

[Click here](#) for more information.

## Thousands of brands trust Yext to deliver best-in-class search experiences every day

