

Six Best Practices for Service During ‘Shelter at Home’

Make it easy for your customers to know what you’re doing and when you can do it. More information is better than not enough!

- 1 Update your website**, including your home page, Contact Us page and your Service Department page. Inform your customers of new hours and procedures, reinforce the efforts you can offer to help them and highlight the ways they can contact you.
- 2 Stay in contact:** Send emails to your customers that outline the services and products your company offers, your new hours (if applicable) and any new procedures at your location, such as curbside pickup / drop-off, “no-touch” service, pickup and delivery of boats, etc.
> Ready-to-use digital assets available on the Mercury Dealer Marketing Portal include ads that you can use in paid campaigns, on your website or in your emails to customers; videos; social media post images and copy; email copy. Click on the Dealer Marketing Portal link in the Marketing menu on MercNET.
- 3** If your company winterizes or stores boats, consider informing those customers what you and your staff are doing to ensure customer and employee safety and make them aware of your process for picking up boats from storage.
- 4** If you are closed for an extended period and offer a Contact Us form on your website, encourage your customers to use it to reach you. However, be honest about how long it might take you to get back to them (i.e., within one business day, 24 hours, etc.).
- 5** If you’re able to assist customers online or via phone, include that information on your website, in social media or even on a physical sign that provides contact options.
- 6** Depending on your region, your business procedures and your customers, direct mail to home addresses could become relevant.

Adjusting accordingly to your current options should benefit you and your customers.

What’s Working for Dealers Like You?

You don’t have to create something new every day. Identify effective actions that similar businesses are taking, then determine what will work best for you.

- Continue engaging with your customers on social media. Remember that, under normal circumstances, most boaters would be on the water right now.
- Empathize with your customers and engage them through social media by posting and sharing videos and photos of boats and boating activities and encouraging them to do the same.
- Promote your online store or e-commerce business for customers who shop from home.
- Continue engaging with your customers and followers as much as possible; keep them informed of changes to your hours or business procedures, the products and services you provide, or resources and interesting stories from your business partners or other small businesses in your community. Empathize with your customers yet remain positive about getting back on the water.
- If your business is currently open for boat sales, offer virtual private showings via an online video chat platform, or conduct a virtual showroom with walkaround videos. Share those videos across social media and emails as well. *Be sure to follow guidelines and advice from health professionals to minimize contact and the potential transmission of coronavirus.*
- Whenever possible, make the most of available content. For example, if you record a short video, consider placing it on your YouTube channel, on your website, on your Instagram or Facebook pages, and/or send it in an email.
- If you use images (rather than simple messages) to convey information, be sure to include your contact information or logo.