Your personalized customer journey

The way COVID-19 affects your business is unique to you. And different stages of the customer journey may take on new importance. This worksheet can help you pinpoint how your customers are being affected so you can figure out where and how you might better engage them.

Opportunity

What need or want are you solving? *(How has that need changed because of COVID-19?)*

What can you change to meet customers’ new needs?

Discovery

Have you defined your brand? *(Does your business have a distinct visual identity? Do you have a distinct tone of voice?)*

Do you have a digital presence? *(Can you enhance it?)*

Have your customers’ habits changed? *(Think about their purchasing habits and their lifestyle.)*

Does your marketing reflect those changes? *(Are you marketing to them at home, online and on social media?)*

Consideration

How have you updated your messaging since the crisis began? *(Have you highlighted positive ways you’re helping? Are you promoting new products or services?)*
Have you shared how you’re COVID-proofing your business or products?

Do you have a platform for customers to ask questions or communicate with you?

**Buy**

If you have a brick-and-mortar store, is your checkout area sanitized? *(Can you enable hands-free transactions? Have you explained the process to your customers?)*

Do you have a plan for your space? *(Have you reviewed local and federal guidelines?)*

Have you set up an e-commerce site yet? *(Did you test the site and evaluate it as if you were a first-time shopper?)*

Have you made changes to the way you deal with delivery and returns? *(For in-person sales? For shipped orders?)*

**Experience**

Are you taking steps to help customers feel safe and protected?

Do you have a system to ask customers for feedback? *(Is there a process to respond to customers in a timely manner?)*

How are you implementing customer feedback? *(And how are you communicating those changes to customers?)*

Find more information on building digital connections to help your business, updating your marketing strategy, best practices for reopening and more in our Small Business Resource Center.

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