

Communication Plan

For Clear Communication During the Pandemic

INTRODUCTION

Not only has the way we bank is changed, but your customers' expectations for convenience, customer experience, and accessibility have changed as well.

One of the first steps in order to meet those expectations is to provide clear, consistent information to affected customers. This will help them navigate through the changing financial world. This communication will help build loyalty, engagement, and further solidify the value your financial institution provides.

We've created communication assets that may help. They are designed to be customized to your company's branding and can quickly have text added or removed. Use them as is, or as a source of inspiration for further specialized communications.

All of the distance banking services mentioned below are available with Coconut Software. Interested? [Schedule a meeting](#) with one of our customer engagement experts to see how we can help your business thrive.

Social Media

As the effects of COVID-19 continue to evolve, you'll need to review what you're sharing over Twitter, LinkedIn and others: tone, content, and calls to action may need to be adjusted. You've likely already started using social media to implement your communication plan - the resources below will help you and your customer communications team refine and adjust your messaging.

[Coronavirus & Bank Marketing: Striking the Right Tone](#)

[Managing Your Bank's COVID-19 Communications in Social Media](#)

[How Financial Marketers Can Take COVID Outreach to the Next Level](#)



Email Messaging

Below is an example email that you can use and adjust to communicate with your customers. Use it to explain how you've adjusted your operations and the new ways that you are available to meet customer needs.

SUBJECT LINE: New Banking Tools for a New World

HEADER: It's easy to distance bank with us.

SUBHEADER: Pre-book an appointment, talk to an advisor on a phone or video call, and get your questions answered quickly.

BODY COPY: The way we bank is changing. To support social distancing, we've implemented several new ways of supporting your financial needs.

- Use our [online tool](#) [link to your online tool] to determine how we can best support you - you'll find out our new processes for mortgage negotiations, opening a line of credit, purchasing investments and other financial services. Many of these services can be provided completely online or over the phone.
- Our branch locations will be supporting you through pre-booked appointments - please visit our [website](#) [link to your website] or call XXX-XXX-XXXX to book an in-person meeting for services that require it.
- Our phone support is available 24/7, but our wait times are longer than usual. If you'd like to join the queue without waiting on hold, enter your details [here](#) [link to your virtual queue], and we'll call you once it's your turn.
- [Download our mobile app](#) [link to your app download page] to manage your day to day banking needs like paying bills, e-transferring funds, applying for a credit card and checking your account balances.
- Stay up to date with the latest legislative and regulatory changes to support personal and business financial solutions by [subscribing to our newsletter](#) [link to your newsletter sign up] and visiting our [blog](#). [link to your blog]

We are pleased to provide you with several safe and convenient ways to continue banking with us during these challenging times - we thank you for your ongoing business and the trust you place in us.

CTA: Find the Answers to Your Financial Questions [link to your COVID-19 FAQ page]