



SMART reSTART

Tips for Local Businesses



OWEN COUNTY CHAMBER OF COMMERCE

Continue to Practice Good Hygiene

- No handshakes: Use a non-contact method for greetings.
- Wash your hands: Employees should wash their hands when they arrive and every time they enter the premises, as well as frequently throughout the day.
- Try not to touch your face, and remind employees to do the same
- Constantly and regularly disinfect surfaces, including doorknobs, handrails, the Point of Sale system, tables and desks.
- Keep your employees and your customers safe by being as proactive as possible about cleanliness.

Prepare Your Establishment

- Create Barriers. Install plexiglass or other solid screens or dividers particularly for employers with open concept office plans, where employees sit in close proximity to one another, and where POS actions occur.
- Reconfigure your Space. Some employers may be able to move desks and workstations to create more distance between onsite workers. Make sure that the establishment allows for customers to maintain social distancing protocols. Spacing out seating (more than six feet
- Limiting Equipment Use. To the extent practicable, employers may prohibit the sharing of equipment and devices.
- Installing a drive-through window for customer service.
- Install high-efficiency air filters and increase ventilation;
- Have hand-sanitizer, wipes, and no-touch receptacles for tissues available. Provide soap and water in the workplace.
- Place posters that encourage hand hygiene to help stop the spread at the entrance to your workplace and in other workplace areas where they are likely to be seen.

Ready Your Employees

- Communicate transparently with your employees and maintain continuous engagement. Ensuring the safety and wellbeing of the employees in the workplace is essential. People are looking to their employer, community and government leaders for guidance. Addressing their concerns in an open and transparent manner will go a long way to engaging them and reassuring the business continuity.
- Adjust Schedules. Employers may also consider "staggered shifts" – i.e., having employees report to work at different times or on alternating days so as to limit the number of employees arriving, leaving or working on premises at the same time. Break and mealtime schedules may be established to reduce the number of employees in break rooms and cafeterias or other common areas at any one time.
- PPE Employers may consider requiring employees to wear protective coverings (Protective coverings can include masks and face shields, gloves and coveralls) Employers should strictly comply with all applicable safety requirements. Businesses need to be stocked with PPE
- Cross-train employees to perform essential functions so the workplace can operate even if key employees are absent.
- Train employees to be familiar with the developed business continuity plan and operational policies



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Give Employees Flexibility

- Be Flexible. Employers will need to be flexible with your employees' time. Try to be as understanding as possible when something comes up and have a contingency plan in case you suddenly become short-staffed.

Establish a remote work option

- Invest in modern technology. Without the ability to talk in person, your remote team will need software to communicate. Using the proper communication tools will allow your team members to work together even if they're in different places.
- Remote team training. Taking the time to train yourself to run a remote team can help avoid future setbacks. In addition to training yourself, train your employees in whichever collaborative platforms your business uses.
- Try to keep opportunities for exposure to the virus to a minimum. Postpone any team meetings or hold them virtually.

Shift your sales strategy to online

- Use digital platforms. Sell merchandise on social media, putting your email list to good use or using a video tool to reach new leads.
- Create "social experiences" on social media. In the absence of "IRL experiences", customers who are in self-isolation are increasingly looking to social media for content and connection. Brands should get creative about how they leverage their social media presence. From virtual showrooms to live-streamed yoga classes, brands are getting creative with their social media channels and tapping into their already-loyal audiences.
- Try loyalty programs. create marketing communications to encourage existing customers to shop with you online. You can send targeted and automated emails and texts to drive customers to your website, and even create a customer referral program and attract new customers and reward existing ones for their loyalty.
- Employers should rely on guidance from the Centers for Disease Control and Prevention (the "CDC"), the Occupational Safety and Health Administration ("OSHA"), state and local authorities, and orders and rules regarding best practices for workplace safety.