

Stay In Touch

Communication and maintaining client relationships during COVID-19

#1 Assess Your Customer Base

Prioritize list of client needs:

- **Immediate** – Clients that are in trial within the next two weeks
- **Short-term** – Appointments that are 2-4 weeks away
- **Mid-term** – Appointments that are 4-12 weeks away

#3 Client Information Update

Send out information by letter or email Regarding the practice

- How is the practice affected, which measures have you put in place
- Send the message that you are here for the clients now and after COVID-19

Regarding the appointment

- What happens to the appointment, how will clients be contacted, what happens next
- Send the message that you CARE for your clients



#5 Assess Urgency - Answer Questions

Create a client call line to...(inbound)

- Answer questions
- Identify urgent hearing care needs
- Enable proactive rescheduling
- Provide information about hearing aid maintenance
- Provide information about accessories such as TV Connector

#2 Define Your Client Groups

- **Urgent** – Emergencies that need to be medically treated
- **Musts** – Clients that are still in their trial period
- **Flexible** – Appointments that can be postponed
- **High risks** – High-risk are elderly or people with previous medical condition (immuno-deficiency, diabetes, lung disease etc.)

#4 Contact Clients - Reschedule

Contact your clients (outbound)

- Reschedule appointments
- Update client contacts - get email for future marketing
- Ask about needs for care kits to maintain hearing aids
- Explain benefits of accessories such as TV Connector
- Inform about video appointments via Remote Support