Let's Get Back to Business

All businesses need to establish an efficient communication plan as they welcome employees back to work spaces. Whether it’s a retail shop, an office space, a government agency, an entertainment venue, they all need to inform custom- ers, visitors and employees about the guidelines they must follow while on their premises.

As health related protocols are likely to change regularly and given the absolute need to keep everyone informed and updated, a communication plan that includes visual and digital solutions is an ideal solution.

Challenges

What are the greatest concerns from business owners, operational executives and stake holders when considering going back to business?

- Ensure customers, visitors, and employees are safe and do not spread the virus in its facilities. Social distancing, sanitizing behavior, touchless practices must be enforced.
- Employees and customers need constant awareness of the guidelines they must follow for safety and the wellness of those around them.
- Identify as early as possible any potential risk of exposure.
- Understand the behavior of customers, visitors and employees against protocols and how they will evolve over time.
- Maximize revenue generating activities without putting employees and customers at risk.

NEC Digital Signage Solutions for any application

1. Protocol Alerts
   As customers and employees entering a facility need to be alerted about active health protocols in that location.

2. Management High Traffic Zones
   Informative signage in traditional high traffic zones (elevators, food court, etc.). Manage behavior, prevent out-of-protocol attitudes.

3. Action-Intended Messaging
   Need to enforce behavioral actions in some specific places or situations. For instance force visitors to use hand sanitizing stations.

4. Temporary Services Information
   Restrictions of personnel, lack of raw materials, will likely change the provision of customary services. DS to communicate new and temporary services the company is offering.

5. Analytics Triggering Content
   NEC Analytics platform can detect certain unforeseen situations and trigger special content to end-users in a short and precise intended action.

6. Data Management
   Collecting useful and valuable data is an important tool to help analyze behaviors, trends, and develop new rules and protocols to enforce specific objectives.

Implications

What could be the impact to the business if things don’t go according to plan?

- Lost customers, vendors and employees. If they feel their health is put at risk in your facilities you might lose them.
- Lost business to your competitor. If you can buy from shop A and shop B and in your first visit to shop A you felt unsafe, would you return to that same shop, or would you try shop B?
- Lawsuits. Anything that negatively happens in your facility could lead to legal action taken.
- Government re-shutdown policies. If virus is not contained it is likely that government will review policies and may close the entire business down.

Let us help

NEC Display Solutions can quickly and easily provide the right solutions to get your post-covid messaging out to the right audience at the right time.

Reduce your business risk, implement the right communication strategy and get your business back up and running today!

Visit https://www.necdisplay.com for more information.