



WILDFIRE INTERNET

Getting Through Coronavirus & Beyond

Practical Steps For Your Service Business

How Will Coronavirus Affect Service Businesses?

Coronavirus will affect different sectors in different ways depending upon what they do. Direct B2C service providers like gyms, beauty, training are going to be affected by social distancing or being shut down temporarily like pubs, bars and restaurants. For companies selling products there will be winners and losers, either because of what they sell, their stock and supply chain positions or staff exposure to illness and 'no contact' policies' on deliveries and returns.

B2B service providers are then likely to be affected as some services may not be needed whereas others could see a rise in demand. Such as producers of essential products like food, for example [Morrisons delivery service expansion](#), medical supplies and equipment plus companies providing 'hunkering down' products seeing an increase including DIY products and even trampolines. All those companies need warehouse and distribution, fire safety and security, vehicles, servicing and repair. They may need to expand or have temporary closedowns. They may need more staff and more training or have lay-offs.

This is not a one-size-fits-all outcome.

While some businesses will lose out, **you can gain** by:

- Ensuring you have coronavirus policies in place that protect staff and clients;
- Publishing your policies to customers and on your website
- Talking to your existing client base about what effect Coronavirus has on them and any contracts you are engaged in;
- Adding live chat to your website;
- Using our Prospect Manager system to record and close leads;
- Reminding lapsed clients that you are available to deliver services;
- Re-marketing online to keep yourself in the minds of clients and prospects;
- Advertising correctly on Google My Business and posting regular updates;
- Running digital marketing to reach new clients with the right services;
- Offering your services in a different way that suits the new situation;
- Being able to adapt and respond rapidly as the situation demands it;
- Reflecting all this on your website and social media with up-to-date content for services, testimonials and case studies;
- Initiating LinkedIn outreach campaigns;
- Updating your printed brochures and materials;
- Consider how you can maintain your business with government support.

How Long Is This Likely To Last?

Coronavirus is having an immediate impact now that will likely persist for 12-18 months for many businesses due to slowly returning supply chains and customers plus the fallout from financial actions taken such as loan holidays and repayments kicking back in. To highlight this, research shows that when the stock market falls by 20% or more it takes on average 534 days to recover again - this is the situation we are now in. On top of that there will be other opportunities, challenges and disruption this year such as trade deals with the EU, US and other countries. What you do now to get you through this period will also benefit you for the future.

Coronavirus Policies And Staffing

These are examples of what you might include in your coronavirus policies:

- Communicate internal working procedures related to service delivery, home working and self-isolation
- Ensure you have sufficient equipment for staff to work from home and prioritise it to key staff
- Ensure staff arriving on site follow recommended hygiene procedures
- Be aware of staff foreign travel arrangements
- Restrict visitors to your places of work as appropriate
- Restrict taking payment by cash and use contactless instead
- Communicate 'No contact' policies on goods and services you provide, as appropriate
- Update your delivery and returns procedures to determine how to handle goods being received or sent back
- Release a coronavirus statement to customers and suppliers