



COVID-19 Business Safety Measures

COVID-19 has changed the landscape for local businesses. Each city, county, state has their own rules that every business is required to follow. Open, closed, or minimal allowance for customers. Making this even more challenging is the fact that the mandate can change overnight. From one that is more strict to one that is less. What is a business to do?

With the safety and concern for your customers and employees, sharing your business safety measures helps everyone know that you have implemented the required measures necessary to ensure a safe and pleasant shopping or dining experience.

Why communicate?

While many people are ready to shop at their favorite boutique and eat dinner indoors, there are those who will need to see the signs showing compliance in order to feel comfortable visiting. This opportunity gives businesses the chance to create a new customer experience, by making it easy for them to want to do business with you.

SHORTCUT: 3 Ways to demonstrate business safety measures

1. Communicate the way your business is ensuring the safety of your customers and employees through signs (as required by the county), email, and verbally as they enter your business.
2. Show your customers the safety measures you are taking by having hand sanitizer readily available, designated spots on the floor that are clearly marked for social distancing, and have disposable masks available for those who may be forgetful. Some businesses may also require customers to go through a wellness check prior to entry or obtaining services. Communicate this in advance if possible.
3. Demonstrate by having your employees wear a mask at all times, disinfect surfaces like doorknobs, tables, counters and handrails regularly, and communicate the protocol when necessary.



Business Recovery Kit

Some customers haven't shopped in person in many months. Seeing the many signs you are required to post to show compliance may seem overwhelming. By communicating this prior to entry, you are acquainting customers with the requirements, and how you are adhering to the mandate to ensure their safety.

In addition to complying with the local and statewide mandates, there are a few other business safety measures to consider implementing:

- Create a virtual tour, or photo menu of products available at your establishment.
- Incorporate a one-touch process with use of disposable products such as paper menus.
- Provide online ordering using a delivery service, to-go, or for curbside pickup.
- Offer gift cards and join the Mountain View Universal Gift Card program.
- Use booking and scheduling to stagger customer visits. Consider senior store hours.
- Start an email program or use social media to reach new and loyal customers.
- Add a contactless payment method such as Square, or Apple Pay/Google Pay.

For those customers who are hesitant to visit in person, providing a way to shop or order online, enables them to shop when they want, how they want, to get what they want. Life is far from normal, and it will take time to return to shopping, dining, and getting services with ease. Therefore, prepare customers ahead of time, and communicate your options with empathy.

For the most up-to-date information regarding COVID-19 see:

- [Mountain View Chamber of Commerce COVID-19 Resources](#)
- [Santa Clara County](#)
- [State of California](#)
- [OSHA](#)
- [CDC](#)

Looking for the definition of the digital lingo? Download our Digital Dictionary [here](#). You can also access it at <http://www.ilovemv.org/digital-dictionary>

The **Business Recovery Kit** is brought to you by the Mountain View Chamber of Commerce. Content created by Fly to Soar in partnership with the Chamber of Commerce.