



The Title Company of Jersey

---

# Best Practices for Communicating Amid COVID-19

MARCH 2020

**Be a Communicator** -- Living through a global pandemic is stressful; now more than ever it's crucial to let your customers know what you're doing to help them, not add to their stress. Let customers know of any increased safety and cleanliness measures you're taking and what your local operation is doing to minimize the impact of this situation on them, employees, and business operations.

**Be Concise** -- People are receiving a lot of communications right now, so be sure you get right to the heart of what you have to share and give them resources they need.

**Be Accurate** -- There is a lot of misinformation out there; help your customers by sharing only valid, informative, and accurate information. Stick to information about your operation or area and related to our business. Do not give out any speculative health advice or pass a long unreliable information. Customer communications must be approved before being distributed.

**Be Empathetic** -- Remember, this is a stressful time for everyone involved. This should inform the way you shape your communications and materials. Be empathetic, not abrasive or strident, in your communications with employees or customers. Be patient with anyone who may have a lot of questions regarding the status of your office, their transaction, or their closing.

**Be Available** -- Customers are accustomed to nearly 24/7 access to information; be sure you update your local communication channels and social media with the latest information customers need. Monitor phones, email, and social media, even if working remotely, to capture any queries directed at your local office so you can be responsive and informative.

**Be a Leader** -- Customers look to strong brands and companies for a sense of stability and strength in difficult times. Although this is an unprecedented global crisis, it is important to remember that we are a company dedicated to service and you are experts in our industry. We have also spent time both testing and expanding our capabilities to minimize any service level disruptions. Your customers will look to you and your operation for reassurance and leadership.

Be safe and stay healthy.