

## CX CRISIS MANAGEMENT 101

# Your Ultimate Guide for Keeping Customers Calm in Case of a Zombie Apocalypse



**Emergencies happen.** It's important for companies to be prepared for anything—from a zombie takeover to product recalls or customer complaints gone viral. Crises require companies to act fast to ensure customers receive support and guidance in real-time. Here is the ultimate guide for keeping customers calm in the event of any emergency.

### PLAN AHEAD

Don't wait until zombies are banging down your door to put together a response plan.



#### Step One:

Halt all scheduled marketing and advertising campaigns as well as scheduled social posts.



#### Step Two:

Work with key stakeholders on a statement (working from a standardized and pre-approved template can help to speed the process).



#### Step Three:

Be transparent with employees about what is happening and how you plan to respond to the situation.



#### Step Four:

Communicate with customers across channels and deliver updates regularly.

### CUSTOMIZE

Create detailed response plans for emergencies that are likely to pop up over time, including security breaches product recalls and beyond. When building each plan, take note of the level of severity and assign action items to relevant departments who will play a critical role in response efforts.



### AUTOMATE ACTIONS

Zombies may move slowly, but outbreaks can spread like wildfire. To ensure you're able to respond quickly, automate basic tasks whenever possible. For example, instructions for boarding up windows should be automatically sent to your fortress building team and guidelines for quarantining contaminated customers should be directed to your CX department.

### PRO TIP:

Have a plan to go from a small and nimble team to all hands on deck. One airline went from 3 to more than 100 people managing their crisis by sharing a 10 min training video with each of the new team members.

### THINK ABOUT THE FUTURE

Think it's over? It is never over. Learn from every crisis you go through. Evaluate your processes, analyse the crisis and its aftermath thoroughly and change your crisis preps accordingly. You will never be fully ready when a crisis strikes, but at least you can get experienced in dealing with it.

