

**Example COVID-19 Customer Message Template Introduction**

We understand that our dealers provide products and services that perform vital and essential roles to their communities. Examples include supplying and servicing critical technologies for healthcare providers, first responders, and other essential businesses that deliver food, shelter, medical care, financial support and social services. Such products and services also help enable people to work from home while also supporting the safety and essential operation of residences in your communities. Essential product categories include networking, power, infrastructure, home security, lighting, control, and remote conferencing.

Due to customer concerns around the COVID-19 pandemic, dealers may wish to provide messaging to customers that: 1) identify some of the essential products and services they provide , 2) in locations where government “essential business” orders have been issued, confirm continued operations, and 3) reiterate enhanced health and safety precautions. The below template is provided as a potential framework that dealers may wish to use in drafting such messages for their customers.

**Example COVID-19 Customer Message Template Instructions**

1. **Copy template into new document.** For best results, the templates below should be copied into a new document and separately saved with Wirepath header and footer removed and replaced with your organization’s letterhead.
2. **Identify essential services and reasons for continued operations (paragraph two).** The language in this template contains some basic language that identifies essential products and services that your organization will continue to offer during the COVID-19 pandemic. Should you also operate under a government order that only permits “essential businesses” to operate, you may also want to add additional language based upon the rules in your location. As a helpful resource, SnapAV has shared its interpretation of how government orders apply to some of its products and services on the [SnapAV](https://www.snapav.com/shop/en/snapav/covid-19) and [Control4](https://dealer.control4.com/new/covid-19) dealer portals. We have also provided example Essential Business Letter templates on our COVID-19 dealer resources page that may also contain useful language for government orders in many regions. Please consult qualified legal counsel if you are unsure how any applicable orders apply to your organization.
3. **Identify any health and safety measures your organization is undertaking (paragraph two).** Organizations may wish to share health and safety precautions that have been implemented by their business. You may also want to consult national, state, and local health guidance as you develop organizational policies. The examples provided are only a few of the measures that some organizations are undertaking to protect their customers and employees.
4. **Further modify the template to suit the needs of your organization and customers.** This template is not designed to be provided directly to dealers’ customers. Instead, we hope that the ideas provided will assist you as you develop tailored messaging that addresses the needs of your customers.

 [Organization Letterhead]

April 4, 2020

[Organization Contact Information (if in letter form only)]

**RE: Our organization’s continued commitment to our customers**

Valued customers,

In light of the continued challenges presented by COVID-19, we want to share some thoughts on our organization’s continued operations during the pandemic, as well as health and safety measures undertaken to protect our customers.

First, we understand that our continued operations our more essential now than they’ve ever been for our community. We provide products, services, and technologies that are essential to the continued operation and safety of your residences and businesses. Our products and services also enable many of you to do your part to help stop the spread of COVID-19 by working from home. Our essential offerings include [**please modify to reflect the offerings of your organization:** networking, power, infrastructure, home security, audiovisual distribution, lighting, and control]. We also continue to apply and follow the essential business and health and safety guidance provided by state and local governments. For all of the reasons above, and to assist in fighting the COVID-19 pandemic, we will remain open to serve you.

Customer and employee health and safety is our number one priority as we continue operations. Therefore, we have also implemented health and safety measures to protect our employees and customers **[please modify the list below to reflect the specific measures undertaken by your organization]**:

* Many of our expert technical support activities will be performed remotely.
* Our premises are now closed to customers. Service calls will need to be scheduled through [contact methods].
* Our employees have been prohibited from non-essential travel and required to stay at home outside of the essential services they provide.
* No employee is permitted to work while sick. Should an employee become ill, they are not allowed to return to work until they have received a negative COVID-19 screening.
* Technicians that visit customer sites are required to wear safety equipment including [gloves, masks, and shoe covers].
* Technicians will practice safe social distancing, including staying more than six feet away from others and not engaging in any physical contact.
* Our company vehicles now have sanitizing stations, and employees are required to sanitize before, during, and after customer visits.
* Our premises and vehicles have adopted enhanced safety protocols and cleaning requirements.
* We will comply with any additional specific health and safety requirements of our customers.
* We continue to monitor and apply national, state, and local health and safety guidance.

We look forward to continuing to support our customers through this challenging time. We appreciate your trust and continued business.

Best,

[Organization Representative Name]

[Representative Title]

[Organization Name]