

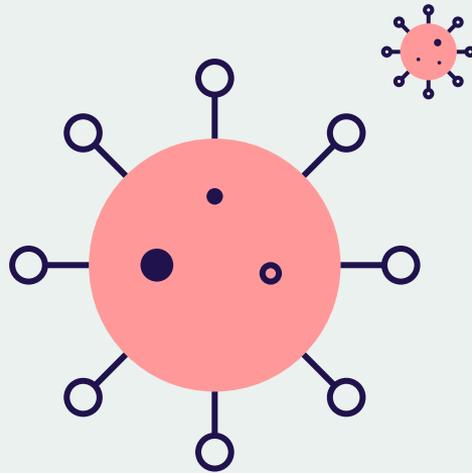
SURVIVING IN THE TIMES OF COVID-19

A brief guide for **leaders & HR** by **xoxoday**



THE PANDEMIC!

The Covid-19 pandemic has had an effect on the normal day-to-day work routine of employees in all segments, owing to mandatory lock downs.



Despite having well-defined crisis management processes, none stands the test of the COVID-19 crisis. With this guide, figure how to tackle challenges faced by organisations during a pandemic.

”

“The secret of crisis management is not good vs. bad, it’s preventing the bad from getting worse.”

— ANDY GILMAN OF COMM CORE CONSULTING GROUP

6 CHALLENGES FACED BY COMPANIES DURING COVID-19 CRISIS

01

Managing Fixed Costs

02

Supply Chain Management

03

Customer Communication

04

Maintaining Sales

05

Retaining talent

06

Cash Flow

REDUCING FIXED COSTS

- Analyse and make budgetary adjustments to company finances.
- Analyse and cut down on unnecessary expenses; like maintaining digital copies of invoices instead of printing them
- Analyse and make provision for the costs incurred during lockdown.
- Implement cost-cutting strategies with complete transparency and on-going communication

Tip for Empuls Admins:

Use Empuls town hall to communicate and drive adoption of cost cutting measure. Run special rewarding programs for employee who initiate and implement cost saving strategies.



WORKING AROUND THE DISRUPTION OF SUPPLY CHAIN



- Analyse the current stock of raw materials and make a road map to use them efficiently
- Innovate product lines and rethink go to market strategies
- Make the supply chain transparent to get an exhaustive analysis of the current system
- Create a plan of action ready to keep the company ready for the next disruption

Tips for Empuls Admins:

Create a 'supply chain disruption' group that with members of a cross-departmental team - include sourcing, operations and manufacturing personnel. Ideate and discuss ways to build a more responsive supply chain.

MANAGING CUSTOMER COMMUNICATION

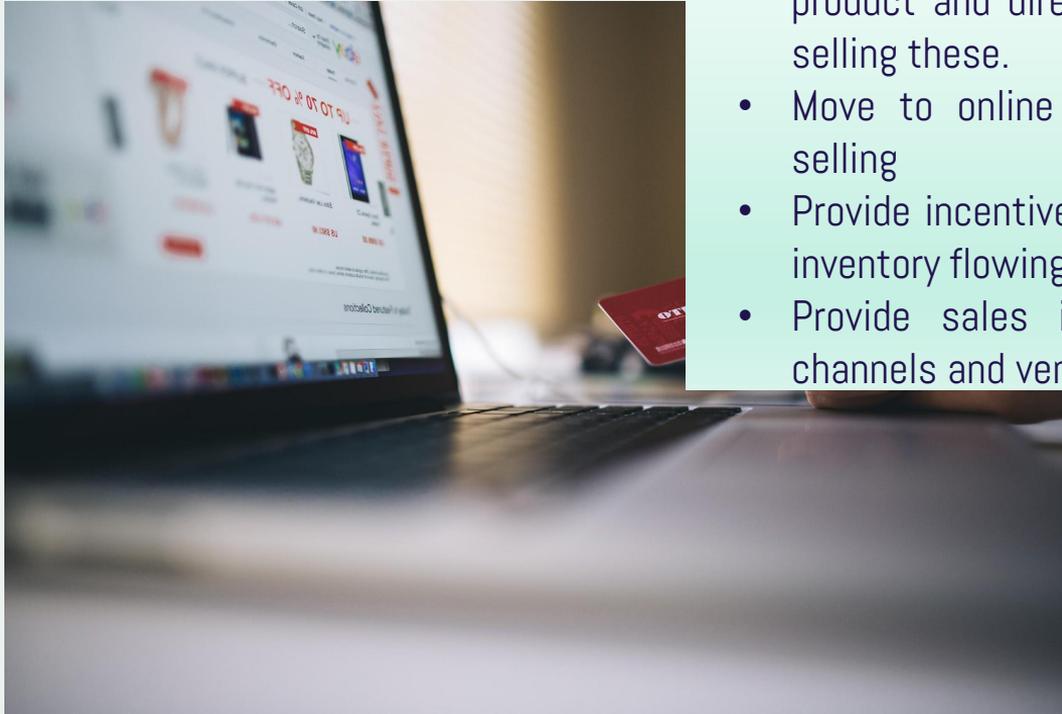
- Create the list of customers and clients that are loyal and put extra focus in the services being provided to them
- Reiterate and be true to your brand and values during a crisis
- Communicate clearly and with empathy with your customers
- Change the advertising plans during the pandemic so that the company is not seen as being exploitive



Tips for Empuls Admins:

Create a 'customer intelligence' channel that has all customer facing teams as content contributors and the other teams as content viewers. Ask the contributors to update the channel with live feedback and issues from the customers

SUSTAINING SALES AND REVENUE GROWTH

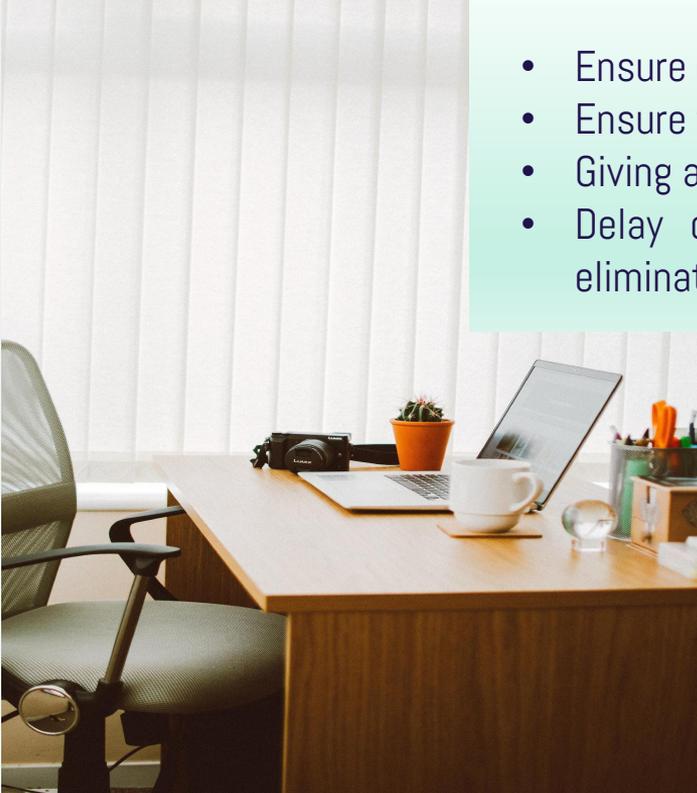


- Analyse your product portfolio to identify your current 'star' product and direct sales team to invest their efforts on selling these.
- Move to online space for provide another channel for selling
- Provide incentives and discounts to keep the non-durable inventory flowing
- Provide sales incentives to sales team, distribution channels and vendors

Tips for Empuls Admins:

Create a sales incentive reward campaign for selling selected product ranges (decided based on holding costs and product performance)

EFFECTIVELY RETAINING TALENT



- Ensure employee engagement during work hours.
- Ensure there is no case of over assignment of work
- Giving all the employees same about of priority
- Delay or reduce incentives given to employees, do not eliminate it

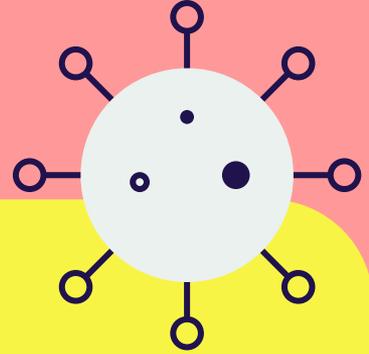
Tips for Empuls Admins:

- Run engagement programs like contests over the townhall group and create spot awards to be given to winners.
- Run a remote work well-being survey to understand the challenges faced by employees

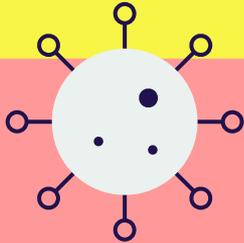
SUSTAINING CASH FLOWS



- Analyse the important aspects of business and allocate enough resources for the their functioning
- Shift to timely and accurate invoicing to keep a track of cash inflow
- Keep cash reserve of the company a top priority and strategize for not just during lockdown but also post lockdown era



MAKING THE BEST OF THE TIME AT HAND



8 IDEAS TO MAKE BEST USE OF TIMES OF CORONAVIRUS

01



Create policy to
move to more
paperless work flow

02



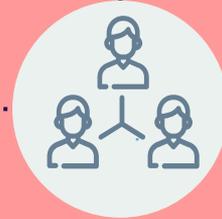
Create a more
diversified supply
chain arrangement

03



Switch to digital
payments options for
customers

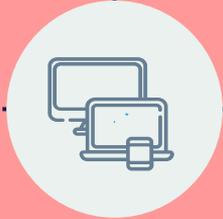
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Focus on the skills
development of the
employees

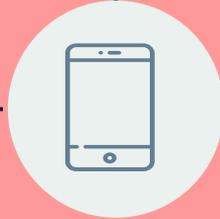
8 IDEAS TO MAKE BEST USE OF TIMES OF CORONAVIRUS

05



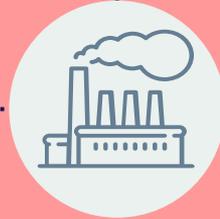
Prepare for a more digital friendly work environment post crisis

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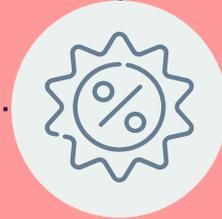
Analyse and improve communication

07



Focus resources to the main operations of the company

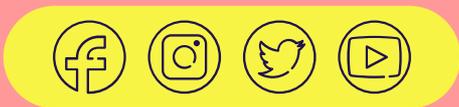
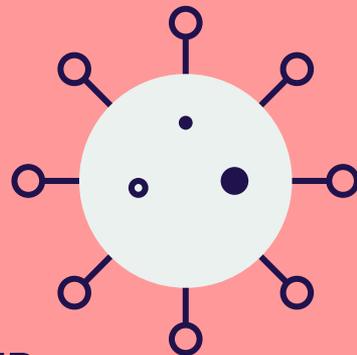
08



Communicate and help distribution channels of the company



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ENGAGE YOUR FOLKS, WE'D LOVE TO CHAT.**



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