

MARCH 18, 2020

GUIDANCE FOR AIRLINES TO RESPOND TO COVID-19

**KEY RECOMMENDATIONS
BY THE COVID-19 TASK FORCE**





3-STEP CRISIS RESPONSE PLAN

1

Establish clarity

2

Build awareness
and commitment

3

Understand your
capabilities

1. ESTABLISH CLARITY



FOCUS ON WHAT'S UNDER YOUR CONTROL

Each crisis brings a lot of uncertainties and unknowns, even more, when it is a black swan event like the Covid-19 outbreak.

However, keep your focus on things that you **can** control, like costs, internal procedures and communications with stakeholders.



THINK LONG TERM

There are too many variables outside the control of airlines in the short term.

Along with keeping the focus on the important things, make sure to align your action items with your long term goals and **plan at least 6 months** ahead.

Revise your budgets, run risk assessments and see how different scenarios can potentially unfold based on the knowledge you have of the situation **today**.

PLAN DAILY

Nobody can predict how the situation of the Covid-19 outbreak will be tomorrow. **Be agile.**

Organize team meetings first thing in the morning, take decisions on a daily basis and keep your stakeholders informed.

2. BUILD AWARENESS AND COMMITMENT



WALK THE TALK

In times of heightened awareness, it is important to keep everyone informed about new organizational decisions, like cleaning procedures or operational announcements.

This will help you ensure that you are **delivering on your promises**. Otherwise, you stand to lose brand trust formed over years of flying.

LOOK AFTER YOUR PEOPLE

Your employees are the backbone of your airline and it is crucial to ensure their **well-being** too.

Keep everyone updated on actions being taken to reduce risks of exposure in the workplace and have everyone's contact numbers and emergency contact details up to date.

MINIMIZE RISKS OF INFECTION

There are several ways you can reduce the risk of the spread of the virus:

- Let your teams work **remotely** and if not, **distribute** customer service and call centre to different rooms or levels.
- **Quarantine** your Operational Control Center by implementing rigid controls on who can enter. Be sure to prepare a plan B or a secondary location for your OCC, in case of infection.

3. UNDERSTAND YOUR CAPABILITIES



RE-EXAMINE YOUR RESOURCES

Identify your **critical** areas and departments and revise your resources often to meet the new priorities.

This may involve escalating response teams and training other team members to help your Customer Service.



Paul Buckley
@paulbuckl_ey



Incoming messages to our social and messaging channels last week were up 484% VLY.

71% of these were private messages.

7:49 PM · Mar 16, 2020 · [Twitter for Android](#)

1 Retweet **23** Likes

Tweet by Paul Buckley
Head of Social Media, Aer Lingus

COMMUNICATE SMARTER

In the age of **endless notifications**, try to keep your marketing and communication efforts to the minimum and share only the relevant information with your customers.

Times like these require an empowered customer service but don't over-communicate.

FOCUS ON DIGITAL

Encourage customers to reach out to you via **online channels** - it can significantly reduce the time needed to answer the increasing amount of issues, comparing to call centres.

Not only that, you can also follow Aer Lingus' strategy and adjust the **customer service bot** to screen and prioritize conversations for those travelling within the 72 hours.



**"Help a
customer
out today
and you
have a
customer
for life."**

Shashank Nigam
CEO, SimpliFlying