

Demandforce®

COVID-19 Client Communication Instruction Guide

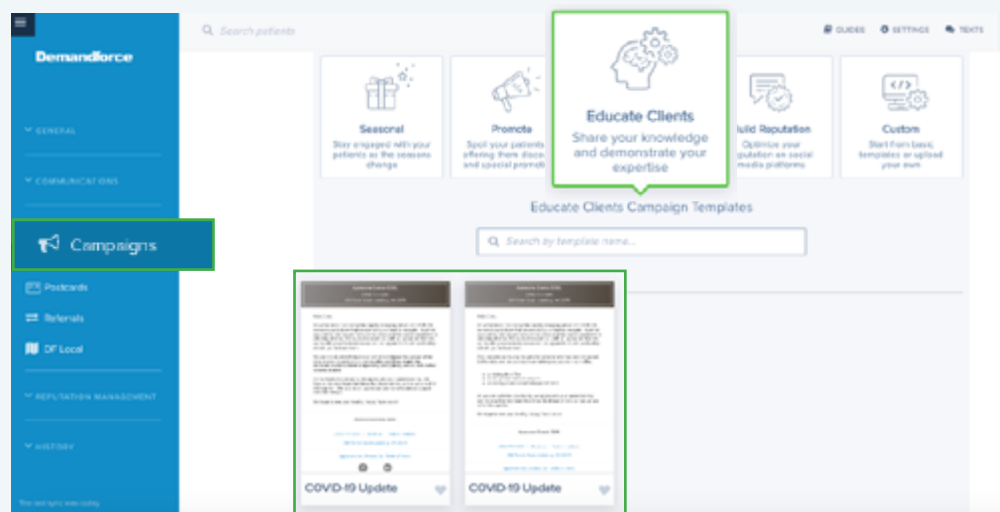
As the coronavirus (COVID-19) epidemic continues to develop, communication is the best tool we can all rely on to stay informed. Below is a COVID-19 Client Communication Instruction Guide containing actions you can take immediately using the tools available in your portal.

1. Send email campaigns using our pre-built COVID-19 communication templates or create your own from scratch.

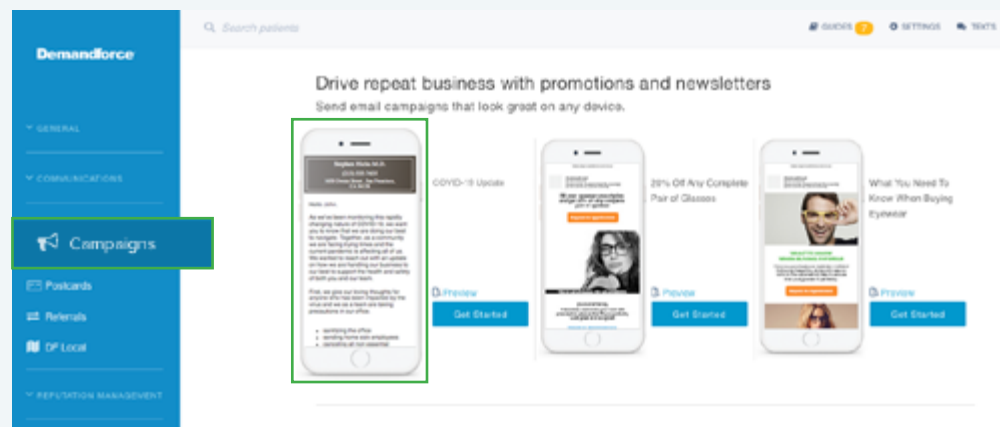
Using Campaigns, you can send informative communications regarding how your business is handling the outbreak. If you remain open, send out an email blast to your customer base addressing common concerns and how you are taking preventative measures within the office to help protect your customers. If you decide to temporarily close, you can send out an email blast to inform your customers about this decision. Your portal now contains a few pre-built email templates you can send to customers about COVID-19.

Access the new email templates by following these steps:

- Log in to the Demandforce portal
- Select 'Marketing' and click **Campaigns** on the left navigation menu
- Select **Email Templates**



(Image not familiar? See below)



2. Send quick One-Off Messages to customers with upcoming appointments.

The COVID-19 situation changes everyday, which means you may need to send urgent messages to your customers at a moment's notice. One-Off Messages allow you to send email or text messages to your remaining customers of the day, customers with upcoming appointments, and specific customers. After you send a One-Off Message, via text message for example, your customers can reply directly which will initiate a Two-Way Text conversation.

Access One-Off Messaging by following these steps:

- Log in to the Demandforce portal
- On the Dashboard, click **Contact Patients/Customers/Clients**
- Select one of the options to message customers

Click [here](#) to read the help center article.

3. Use Two-Way Texting to communicate updates faster with customers.

When your business receives a text message from a customer, our technology will identify the most important messages that require an immediate response from your business. We use machine learning to prioritize your Two-Way Text messages so that you can respond to the important messages first. Two-Way Texting is a great feature to use during the COVID-19 outbreak as it allows you to quickly and easily send an alert and respond to customers in real-time.

Access Two-Way Texting by following these steps:

- Log in to the Demandforce portal
- Click **Texts** at the top-right corner of the portal
- From the Two-Way Text panel, click the + symbol at the top-right corner
- Search for the client who you want to send a message

Click [here](#) to read the help center article.

4. Customize your Email Appointment Reminders or quickly update your Reminders settings.

While automated appointment reminders are generally used to prevent no-show appointments, they can also be used to communicate pertinent information about an upcoming appointment. You can customize your email appointment reminders to include any precautionary measures both your business and your customers need to take before the appointment. To do this, create a text module in your email reminders and type in additional information about COVID-19, or upload an image file (png, jpg, or jpeg) with your own visual/information resource. **If you opt to cancel all remaining appointments and turn Reminders off entirely, you can make this change in Reminders Settings. Note: Customers won't be alerted that their appointment was deleted/canceled. We recommend sending a one-off message to alert them of this change.**

Access appointment reminders by following these steps:

- Log in to the Demandforce portal
- Click **Settings**
- Click **Appointment Reminders** on the left

Click [here](#) to read the help center article.

We hope this short guide will help streamline communication with customers as we all adjust to the COVID-19 outbreak. If there are additional ways that we can support you, please don't hesitate to contact us.

Contact Customer Support

- ✉ Email: support@demandforce.com
- 📞 Phone: (800) 220-1136
- 🎧 Click [here](#) to visit our Help Center