



# COVID 19 – Keeping Your Company’s Engine Running During A Crisis

It is hard to find an entity that is not affected by the Coronavirus Disease 2019 (COVID-19). Given the uncertainty and the resulting marketplace response, there is no doubt that businesses of every scale are feeling the effects of an unstable economy on their throughput, impacted means of production on their inventory and are concerned about operational expenses, business continuity and customer loyalty.

COVID-19 is not only an unprecedented disease but also event. There is no protocol or path of response robust or accurate enough to mitigate all of the impacts of this crisis. Organizations, large and small and all around the world need to be driven in their decision-making process, innovative in their capabilities and prompt in their actions.

While most outlooks for how 2020 will play out are grim, the fact remains that people, communities and our American business ecosystem is resilient. Effectus is hard at work with our partner clients crafting and executing business continuity plans rooted in the safety and health of both people and organizations.

## COVID-19 Around The World

According to the Center of Disease Control and Prevention (CDC), there are reported cases in all 50 states of the United States with the “peak of the curve” for infections, hospitalizations and casualties still having not arrived.

Please visit [cdc.gov](https://www.cdc.gov) for daily report updates.



## **The Day After COVID-19**

Companies like Venmo, Whatsapp and Uber were all founded during the last crisis in our country. While the current environment is sobering to put it mildly, the fact is that some organizations will be nimble, act swiftly and thrive while others will not.

It is important, if organizations hope to be on the right side of history, to consider all business aspects and create scenarios to evaluate and monitor the effectiveness of the business processes, making changes when appropriate. Although these times are not easy, companies have the opportunity to test their adaptability and achieve success while maintaining the wellness of its employees and clients.

It is unprecedented, it is scary, it is challenging. But this too shall pass.

## **How Effectus Can Help**

In these trying times, Effectus is helping our client partners crush operational inefficiencies and remove growth constraints quickly. Our focus is on providing the peace of mind that the processes which we handle on behalf of our client family have allowed them to focus on capitalizing on the few areas of growth which exist in the market. Even with global operations being impacted, Effectus continues to execute millions of transactions daily for our partners as part of our business continuity offering.

As part of our focus on helping organizations leverage the shift in consumer behavior towards 'digital only,' Effectus continues to provide product content creation, sourcing, QA, hosting and syndication for hundreds of thousands of the products that our client partners carry. The recently launched SAAS platform ECP (Effectus Content Platform) is giving our partners a never before experienced view of the way their product's story is being told within the different commerce platforms where they are featured. Having this visibility and quickly identifying the gaps in content quality that exist is enabling organizations to improve their digital presence and ultimately capitalize on potentially loss commerce sale: one of the only revenue lifelines which currently exist.

For organizations who play in the ecosystem of consumer products, Effectus provides a guaranteed ROI-driven process, innovation and digital transformation. We help improve operational efficiencies, facilitate scalable growth and drive measurable business outcomes with a keen focus on business continuity and digital effectiveness.

Junior Villegas, MD – Effectus Partners LLC.

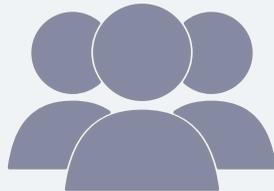
In a simple task list, Effectus recommends the following action plan.

## Business Continuity During COVID-19 Crisis

### Safety First

#### People's Safety

1. Employees
2. Clients
3. Suppliers



#### Business Safety

1. Customer loyalty
2. Market response
3. Innovation
4. Outcome



#### Financial Safety

1. Liquidity
2. Common Cent\$
3. Operations



# Business Continuity Recommended Action Plan

## People's Safety

### 1. Employees

#### Prevent

- Activate all workplace cleaning protocols.
- Provide hygiene and prevention articles. (e.g., wipes, sanitizer, masks, soap).
- Restrict non-critical personnel from workplace.
- Establish work-from-home policies and support systems that facilitate communication among employees.
- Cancel all non-essential travel.
- Screen employees for symptoms.

#### Communicate

- Inform your team members about health recommendations from experts and require applying them frequently.
- Educate about social distancing practice.
- Re-iterate the importance of staying home if feeling ill.
- Adapt sick leave regulations and paid time off to prevent sick employees from returning to business.
- Create a communication and support system for sick employees and family members affected.
- Organize weekly calls to address employees' questions and concerns.
- Provide stress relief and mental health support channels.

## Business Safety

### 2. Clients

- Reach out and check-in to understand current situation and needs.
- Create scenarios and plans to anticipate possible risks to the day to day operation.
- Communicate measures to monitor.
- Use email to communicate COVID 19 efforts.
- Provide and resources to help them protect themselves.
- Be transparent and keep communication channels open at all time.
- Re-schedule any upcoming face-to-face meetings with a digital solution.
- Be empathetic. Clients are concerned of how the future looks for their business.
- Let clients know you are doing everything in your power to protect their operation and resource investments.

## Financial Safety

### 3. Suppliers

- Maintain regular contact with suppliers.
- Identify any potential risks to your mutual supply chain.
- Consider alternative supply chain options from suppliers in areas significantly impacted by COVID-19.
- Encourage risk transparency in the delivery of goods and services during the crisis.
- Establish supply chain action team to monitor risks and respond to vulnerabilities.

# Business Continuity Recommended Action Plan

## People's Safety

### 1. Customer Loyalty

- Display and communicate empathy.
- Develop new ways of collaborating with your customers and take the time to explain the step-by-step workflow to avoid miscommunication.
- Evaluate potential financial and non-financial assistance options to support key customers who have already expressed concern. (e.g. discounts, payment plans)

## Business Safety

### 2. Market

- Identify and analyze the evolving consumer sentiment via formal and informal insights efforts.
- Create an easily executable shift in both throughput and inventory strategy to potentially reduce any negative impact stemming from consumer sentiment shift scenario(s).
- Closely monitor the Coronavirus (COVID-19) and its impact on your industry and global trade.

## Financial Safety

### 3. Innovation

- Support rapid response through the effective use of technology.
- Focus efforts on boosting presence and consumer experience in growth channels, services and products. (e.g. online)
- Consider accelerating digital transformations.
- Seek for possible strategic partnerships to minimize cycle time of action and maximize results.

### 4. Outcome

- Create a dedicated crisis team to evaluate current and future scenarios.
- Constantly update scenarios as you collect new intelligence.
- Be ready to pivot quickly.
- Plan ahead for a "comeback marketing campaign".

# Business Continuity Recommended Action Plan

## People's Safety

### 1. Liquidity

- Address COVID-19 impact on a weekly basis.
- Understand the resources at your disposal from all levels of government.
- Develop economic scenarios based on latest epidemiological event.
- Ensure balance sheets have a sufficient cash flow safety net.
- Be prepared for an increase in prices.

## Business Safety

### 2. Common Cent\$

- Consider size of operations as it relates to current throughput forecasts.
- Create a plan for minimizing any non-essential spending.
- Postpone none relevant major expenses and investments.

## Financial Safety

### 3. Operations

- Invest in workforce mobility solutions to facilitate remote working.
- Perform operational risk assessments internally.
- Implement digital supply chain modeling tools.