

# How to use social distancing and still work effectively.

With the Coronavirus (COVID-19) impacting Americans, we have heard the term social distancing.

## General Safety Info



**Why** is social distancing important? Social distancing is to help protect you and our customers during this time to stop the spread of the Coronavirus.

**Kate Vergara**, PHD, a public health and infectious disease specialist states, "Covid-19 is not airborne, it is transmitted through droplets — being coughed on, or touching something that someone coughed on, for example, and then touching your face and allowing that pathogen to get into your system through your eyes, nose, or mouth."

## But how do I do my job?

1. **Empathy** - remember we are all in this together. Customers will understand as they are aware of the situation and we do the same. This will also help develop credibility with the customer, this will make the customer more likely to purchase from you.
2. **Communication is KEY**
  - a. With customers – calming explaining measures you are taking will help customers feel comfortable. Example: "Mr/Ms Customer, with the Coronavirus I would prefer if you hold onto your phone, but I will walk you through XYZ...."

- b. With your managers – if you have any questions about procedures or tactics when helping customers, call your manager. They are here to guide you through this process.
3. **Table Events** -Utilize table events to create physical social distancing
4. **Mirroring**- Use mirroring techniques. We can be empathetic without having to come in physical contact with our customers. See below for details of mirroring.

#### **DO....**

- Disinfect your area regularly and after every interaction where customers come in contact with surfaces or devices in your work area.
- Wash hands regularly.
- Be upfront and kind when explaining when you have to act outside of normal procedures.
- Use hand sanitizer when possible. If available, make it accessible to customers with which you are interacting.
- Give you customers 100% of your attention. We are still best in class when it comes to customer experience, now is when we prove it.

#### **DON'T**

- Touch customers or their devices
- Shake hands or come into physical contact with customers or Walmart staff
- Eat lunch in breakroom. Although it may seem a bit anti-social. Eat your meals away from others when possible.
- Don't disinfect the area with customer still there. Example: don't wipe down a dummy phone as soon as the customer sets it down. It could be offensive. Wipe them down when the customer leaves.

#### **MIRRORING TECHNIQUES**

One of the easiest techniques involves replicating the client's speech volume and pace. If your client talks slow and quiet, you would do the same. Square your body directly to the person, making just the right amount of eye contact and giving her all of your attention. Also, research shows that when you nod three times in a row while listening, prospective clients feel more important and will speak three to four times longer.

Physical mirroring can be tricky, particularly if you're going to do it successfully. Avoid mirroring a person's accent or copying any unusual phrases. Additionally, avoid mirroring any negative body language, such as crossed arms, turning away, or closing your eyes.