



talech is dedicated to helping small and medium-sized businesses flourish. Currently, businesses across the world face major challenges as a result of the COVID-19 crisis. If a business is in a position to continue operating safely during these times, here is a checklist of things that may help.



### **LISTEN TO THE EXPERTS**

Always heed the advice of your local government and health authorities. Adhere to official recommendations for social distancing and self-isolation. Put the needs of the vulnerable first and do everything you can to minimize risk.



### **REDUCE PERSON-TO-PERSON INTERACTION**

Health and government officials have stressed that reducing physical interaction between people is essential to slowing the spread of Covid-19. Encourage delivery or curbside pick-up for customers and strictly abide by social distancing guidelines.



### **DO BUSINESS ONLINE**

It may not be possible to have people on your premises for extended periods of time, but you may have the capacity to sell products or food online and arrange for delivery or pickup. To help, for talech standard and premium customer who would like to add it, talech is waiving fees for Online Ordering until the end of September 2020.



### **CAN'T TOUCH THIS...OR THAT**

Where customers are present, encourage them to use contactless payment in place of cash. Cards, phones and smart watches are all good ways to pay without making contact with surfaces. If possible, change your point of sale settings so a customer doesn't need to touch the screen to sign or request a receipt.



### TIME TO SHINE

Health organizations around the world emphasize that cleaning is essential throughout the day. Clean touch screens and surfaces with an approved disinfectant. Door handles, tables, seating and toilets are all easy to remember, but also ensure your staff regularly clean items that are handled frequently and easily forgotten. Examples are menus, napkin dispensers, condiments and check holders.



### ENCOURAGE DIGITAL GIFT CARDS

Consumers want to help support local businesses, so let customers know that you have digital gift cards available for purchase online. This will help you maintain cash flow and stay connected to customers who want to support you.



### SPREAD THE WORD

Use social media to communicate to your customers. Let them know about the measures you have taken to continue operating safely, opening hours, and promotions. Even if your audience is small, it only takes a handful of engaged customers to help. If you have a customer email database and can offer delivery or pick-up, send a message to remind loyal patrons that your digital doors are open.



### THE POWER OF US

At times like this, there is a heartening growth in community spirit and desire to help each other. Small businesses realize that they are in this together. Leverage your local business network as well as community organizations to help in whatever way possible. Examples of these are newsletters, neighborhood social media pages and other local groups.

## A MESSAGE FROM TALECH CEO, IRV HENDERSON

Helping businesses to thrive has always been a core objective of talech. In these difficult times, this help is more necessary than before.

To play our part in helping our customers, from April 2020, we are waiving our software fees for any month in which customers do not process any transactions in that month. This will continue through to the end of September 2020. If you have questions, please contact us at [support@talech.com](mailto:support@talech.com) or visit [talech.com](http://talech.com).

Irv Henderson, CEO