



Coping with the Coronavirus Crisis: 3 Tips for Travel and Hospitality Businesses

The current coronavirus crisis is causing widespread disruption within travel and hospitality industries. In uncertain times such as these, customer service has never been more important to reassure travelers and sustain business.

With nearly 25 years of customer relationship management, our experts offer their thoughts on what's required to work through uncertainty to keep things up and running.



1. Enable flexibility to deal with change. As reported by the *Harvard Business Review*, [coronavirus is forcing companies to think about mobilizing remote workforces](#). Places today that embrace virtual or on-demand workers already have an advantage here with flexibility and responsiveness. Their teams are dispersed outside of traditional offices, where viral infections could affect large numbers. As a result, such fluid businesses could continue to operate uninterrupted, scaling up or down as needed.



2. Manage complexity with real-time expertise. On-demand travel customer service teams—and the experts who manage them—are comprised of pros, hardened by experience. They can anticipate and address the realities of unforeseen or evolving challenges—such as major storms or global health threats. Well-versed in dealing with change on this magnitude, they can switch into high gear at any given moment. Managing complexity is built into their operating models.



3. Ensure confidence and continuity, drawing on humanity. Now more than ever, travelers expect service experts to empathize with them in stressful situations. This requires professionals who know how to offer reassurance to comfort and continuity to ensure service is delivered. Customers count on both from brands they trust.

[We Can Help →](#)

Need a steady hand providing nonstop customer care during this worldwide travel crisis? [Contact us today](#) to discover how our virtual network of on-demand travel experts can offer your customers the service they require during these difficult times.