



INSTITUTE OF THE  
MOTOR INDUSTRY  
Driving the industry since 1920

# Preparing your business for the “New Normal”

Will be starting in a few minutes



# Panellists

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# Agenda

- Here & Now
- Example photos
- Changes to the ways we work
- The “New Normal”
- Q&A
- Finish

# Here & Now

- Implementing social distancing measures/ HSE Guidelines
- Getting ready for business
- Communication
- Reassuring customers

# Customer Reassurance



Contactless Reception



Sanitisation Stations



Safe & Sanitised Waiting Area



Vehicle Sanitised Before and After Work

# Changing our way of working

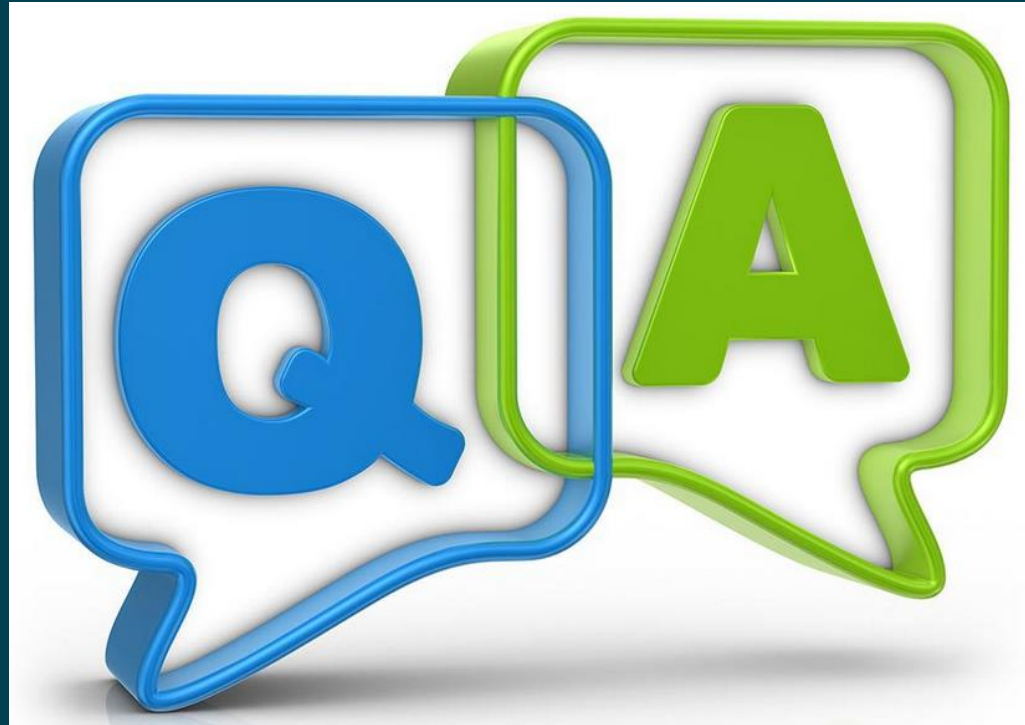
- Contactless customer journey (guided by the customer)
- Customer only test drives
- Contactless/interactive sales processes
- Virtual tours of cars & handover

# The new normal

- Strategic partnerships & sharing expertise
- The virtual office
- The remote customer
- Digital excellence

# Q&A

Please submit your questions in the Q&A box



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[www.theimi.org.uk/landing/covid-19](http://www.theimi.org.uk/landing/covid-19)

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- Government Info

<https://www.gov.uk/coronavirus>

- CitNOW Blogs

[www.citnow.com/category/blog/](http://www.citnow.com/category/blog/)

- McKinsey Document

[www.mckinsey.com/business-functions/operations/our-insights/elevating-customer-experience-excellence-in-the-next-normal](http://www.mckinsey.com/business-functions/operations/our-insights/elevating-customer-experience-excellence-in-the-next-normal)

- IMI & Trade body guide

[www.theimi.org.uk/landing/covid-19/documents/Industry-Guidance-COVID-19-Automotive-Aftermarket-Restart.pdf](http://www.theimi.org.uk/landing/covid-19/documents/Industry-Guidance-COVID-19-Automotive-Aftermarket-Restart.pdf)

- CitNOW Latest blog

[www.citnow.com/blog/video-can-support-contactless-customer-journey/](http://www.citnow.com/blog/video-can-support-contactless-customer-journey/)



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**Thank you for joining us.**



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