



The foremost bank marketing organization in North America

RESPONSE TO CORONONA VIRUS – COVID-19
HCI RALLY CALLS
877-256-0794

BANKER RALLY CALL - March 20, 2020

This was our first Rally Call and we had 131 bankers representing 8 different states, which was wonderful as so many of the restrictions in place are on a state to state basis. This was evident in the actions taken by the banks as to their internal rules. We covered these four questions:

Purpose of the call:

Identify ways that banks, bank clubs, and bank customers are being affected by the Covid-19 crisis.

I What new policies has the bank put into place?

Generally speaking, nearly all banks have adopted policies dealing only with social distancing. These include:

- ✓ Lobby closures
- ✓ Customers in bank by appointment
- ✓ Customers must address a series of questions about their current health and recent travel history to have an appointment – We produced a PDF document from those used by some banks for others to use.
- ✓ Private rooms to meet for appointments rather than employee offices
- ✓ Drive Up windows open and operational – tellers use gloves
- ✓ Staff manning the doors use gloves
- ✓ Generally, gloves are available to be worn at employees' choice
- ✓ No special disinfectant measures taken for ATMs especially those outdoors

II What sort of message is the bank communicating to its staff and customers?

Regarding staff, this was a mixed bag with some banks not doing much and others having regular and significant messaging. Customers' communication was generally very good and provided a clear message to social distance until further notice – no suggestions as to how long it will last.

STAFF:

- ✓ Coordination with County efforts to protect spread of virus
- ✓ Daily meetings with staff
- ✓ Very little communication from senior management
- ✓ One bank management feels this is all blown out of proportion – no need to social distance

CUSTOMERS:

- ✓ Social Media postings
- ✓ Website updates and notices
- ✓ Outside Message board for bank
- ✓ Radio
- ✓ Club & Bank Newsletters
- ✓ Club making lots of calls every day to club members

- ✓ Customer response has been very supportive and understanding

III How has travel been impacted for the Bank Club?

The clear message was that we are in a wait and see pattern. When the tour operator cancels the tour, the bank notifies the customers and the bank either issues refunds or rebooks the tour for a future date. Customers are mostly not upset or clamoring for their money back. They seem to be patient and realistic that the Spring will cancel and optimistic that the Summer will be okay and if not certainly by the Fall.

The bankers generally believe that when the crisis is over and travel is no longer restricted, that there will be a lot of pent up demand for travel.

Additionally, they felt there will be a large pent up demand for socialization. The need to see people face to face and have real human interactions. And, of course, this is the purpose of the bank club.

Bankers relationships with PTOs has been very positive during this time as they remain in close contact and work through solutions together. There has been some difficulty with local bus companies allowing for cancellations and refunding monies and only allowing payment towards future travel. Travel shows are also being postponed.

There was some specific concern by one of our banks on the Canadian border that their business to Canada would be impacted with the border closure, and also they have some members who are residents of Canada.

IV What has been the financial impact on the bank, bank club and customer?

There has been very little financial impact so far. Either the money is refunded or put towards future travel. All the banks noted that if they cancel a trip, the bank will be certain that the customer suffers no losses.

It was clear that the RALLY CALL is an important process for HCI to be using and where our banks can comfortably share information and seek advice on how peers are reacting. It was unanimous that the calls should continue during the critical times of COVID-19.

The next Banker RALLY CALL is scheduled for Tuesday March 31, 2020 at 10am CT.