

# How to safely reopen your insurance office



## 1. Make your offices more social distancing-friendly.

Social distancing is one of our best tools in the fight against the spread of disease. Make it easy for customers and employees to keep a safe distance with an updated office floor plan. Place seating as far apart from each other as possible in common areas. For larger offices, using signage and floor markers to create one-way traffic flow.

## 2. Keep employees and customers posted on updated information and safety procedures.

Many states are now requiring the posting of safety guidelines from the CDC and elsewhere. Even if it's not required by law, it's still a good idea to remind customers and employees of safe practices in shared spaces. Raydiant gives you access to more than 150,000 templates for creating bright, highly-readable signage. New guidelines or important information come in suddenly? With remote management capability, you can build impactful signage and deploy it to one, some, or all of your digital screens in just minutes--all from wherever you may be at the time.

## 3. Find ways to limit face-to-face interaction in offices.

There is no replacement for in-person sales and customer care. However, you can still provide your customers with much of the information they need to make informed decisions about insurance purchases. Consider installing digital screens in your offices that educate customers about your company's products and services. Unlike traditional paper signage or pamphlets, there are no space limitations or printing costs to hold you back from getting your message across.

## 4. Promote insurance products to increase average per-customer billings.

Is your company one of the many offering increasingly desirable insurance products like mortgage loss policies? Got special policies for ride-sharing or home-sharing customers? Make sure your customers know about them. Consider a multi-faceted approach that includes online advertising to get customers in the door. Then, use attention-grabbing in-location signage to promote your offerings and upsell.

## 5. Deliver an unbeatable customer experience, from door to desk.

More than ever before, customer experiences are the primary influencer of business success. With Raydiant, you can utilize our best-in-class digital signage platform to help you create a safe, happy, welcoming environment for customers and employees alike. Draw customers in with bright, catchy exterior signage. Make any wait they may have a pleasant one with informative and entertaining displays. Create custom welcome screens in private offices for high-profile clients. Raydiant even supports HD audio, allowing you to provide background music to help you create an inviting ambiance.

We're here to help you manage your customers' experiences, so you can focus on helping them manage the risks in their lives.

**Try Raydiant risk-free or request a demo today.**