

Manage Center Closure



In the unfortunate event that you are temporarily closing your center due to the health restrictions of your communities currently in place, in the spirit of minimizing disruption to your guests' lives and your business, here is a checklist that you may find useful...

- Contact your guests and let them know that you are either canceling or rescheduling their appointments. [See how you can go about doing this efficiently.](#)
- Let guests know that they will not incur any cancellation fees. [Learn how to waive a cancellation fee.](#)
- For the days you are closed, mark the days as leave in Zenoti to ensure that your guest's do not inadvertently book appointments (either online or by calling in). [Learn how.](#)
- Pause your Always On and Scheduled campaigns to ensure your guests do not receive marketing messages and offers while you are temporarily closed. [Learn how to turn off your campaigns.](#)
- If Smart Marketing is enabled for your business, reach out to Zenoti Support and have them turn it off for you.
- If you have guests who have purchased recurring active memberships or have scheduled payments set up for their packages, you may want to pause auto charging the guests' cards.



[Learn how to pause upcoming auto charge to cards.](#)

- Contact guests with active recurring memberships or series packages and let them know that you are stopping auto charge to their cards until the time you are open for business again. [Learn how you can identify guests with active memberships or series packages.](#)
- Extend the validity of memberships, series packages, gift cards, and loyalty points for the duration that you are closing your center. [Learn how you can extend validity.](#)
- If you are receiving or dispatching products, ensure that you have a plan in place for receiving or shipping them. [Learn more.](#)
- Post a notice on the window or entrance to let guests know that you are currently not open for business.
- If you have made plans to have employees answer phones when you are closed, test the setup and ensure that the designated staff have access to Zenoti. If you plan to have a recorded message, ensure that you clearly call out the date when your center will reopen.
- If you use Zenoti Connect, [set up the Autoresponder](#) to send an automated response to guest's messages when your center is temporarily closed.
- If you prefer not to receive daily reports when your center is temporarily closed, [turn daily reports off.](#)

Manage Restricted Center Hours



If you are looking to implement contingency plans by reducing center operating hours to ensure the safety of your employees, guests, and your community, you may find this checklist useful...

- Identify the guests whose appointments will be affected by your restricted operational hours. You can use the [Appointment Details report](#) to identify guests whose scheduled appointments fall outside your new operating hours.
- Contact the impacted guests and let them know that you are either canceling or rescheduling their appointments. [See how you can go about doing this efficiently.](#)
- Let guests know that they will not incur any cancellation fees. [Learn how to waive a cancellation fee.](#)
- Change your center's operating hours to ensure that your guest's do not inadvertently book appointments (either online or by calling in) outside the new business hours. [Learn how.](#)
- Optionally extend the validity of memberships, series packages, gift cards, and loyalty points for the duration that you are modifying your center's working hours. [Learn how you can extend validity.](#)
- If you are expecting to receive products, ensure that they will arrive during your revised operating hours.
- Post a notice on the window or entrance to let guests know about the new business hours.

If you use Zenoti Connect, [set up the Autoresponder](#) to send an automated response with the new operating hours when a guest messages you after your center is closed for the day.

Stay in touch with Guests



Your business revolves around guests and it's important to have a communication strategy in place that allows you to stay connected and provide frequent updates on the situation. For example, your new sanitization procedures or the initiatives you are running to support your employees during this tough phase and how your guests can contribute.

Frequently communicating with your guests establishes good brand recall and trust. When the situation improves, guests return to you for the wonderful service they expect from you.

Here are a few tips you can consider for your communication strategy:

- Send weekly or fortnightly text or email messages to your guests. You can consider using templates to make your messaging attractive. [Learn how you can use Zenoti to send email or text messages.](#)
- Keep the contact list of all your guests handy in case you have to personally reach any of them. [Learn how to export all guest details from Zenoti.](#)
- Update your website or [webstore](#) with messages communicating temporary closure of your center or revised operational hours.
- Use your social media pages to give guests updates on your center, opening hours, reopening dates, and availability of staff. Guests will want to know how you're doing and when they can expect to utilize your services again

Important: While it's important to have a sound communication strategy for your guests, you may also need to send out messages to all your employees. To send an email or text message to all your employees, [create a target segment of all active employees](#) and send your messages as a [text](#) or [email](#).

Take Care of your Staff



If you are open for business, it is paramount to ensure the health and safety of your employees. Here are a few things you can do to keep them safe:

- Ensure there is adequate soap and water to let them wash up before and after an appointment.
- Constantly replenish sanitizers to let them protect themselves before and after an appointment.
- If an employee is feeling under the weather, ask the employee to take the day off. You don't want a sick employee providing a service or greeting customers at the front desk.

It is also important to educate your employees as how they can keep themselves safe while providing services.

- Remind them to wash their hands, all the way to the elbows, before and after a service.



- Provide them with face masks that they can use when performing services.
- Remind them to cough into their arms and not into open space.
- Disinfect all equipment before and after a service.
- Provide disposable wipes so they can clean all equipment before and after use.

Apart from your employees, it is also important that your guests follow certain cleanliness protocols. This will ensure a safer experience for them and for your employees.

- Provide sanitizers at all entrances, outside toilets, and at every door. Ask employees and guests to use them when they enter the premises or move from one room to another.
- Provide tissues so that people may use them to cover their mouth when they cough or dry their hands after washing.
- Provide disposable wipes to clean any items they have placed on tables or desks.
- Ensure you have signage throughout the center reminding people of proper hygiene.

Furthermore, it is important to provide support and reassurance to your employees with regard to their income during these troubled times.

- Look at your finances and make a realistic projection on how long you can continue to pay your employees.
- Consider setting up a fund that can be used to continue to pay them.
 - Reach out to regular customers to contribute to the fund.
 - Offer gift card promotions that contribute to the fund with the promise of services once business resumes. [Learn about gift card promotions.](#)

With schools and colleges closed, your employees may also need extra time to care for their children. You can support them by setting up your roster with smaller shifts so that they can check in on their children more often. To set up your employees' work timings, [set up an employee schedule.](#)