

# The Best HR Practices for Handling Customers Who Ignore COVID Protocol

1

## Role-play scenarios so workers are prepared

Practicing will help you focus on what to say and do if confronted by a customer who won't comply with COVID safety measures.

2

## Have a stockpile of free masks ready

Offer them to customers if they don't have a mask, in a pleasant, friendly way.

3

## Strike the right tone

Speak to people who aren't complying with COVID safety measures in a calm, pleasant way. Assume that customers simply forgot or didn't know about safety measures. Bring empathy to the interaction, not anger, fear, anxiety, or shame.

4

## Do not engage in a debate

Don't allow customers to make the discussion about personal beliefs, the news, politics, etc. Concentrate on the business' safety policies.

5

## Offer alternatives

Especially if the customer has a disability or trouble breathing, offer curbside pickup, delivery, or other appropriate alternatives. Consider this an opportunity to demonstrate excellent customer service.

6

## Refuse service when necessary

Don't create bad precedents by giving in to customers who are deliberately and unjustifiably flouting the rules.

7

## Call security or the police in extreme circumstances

In a calm tone, warn the customer that you'll need to call in law enforcement or security if they don't leave. Try to create physical space between your staff, other customers, and the agitated customer.