



Getting back to business.

How to make a memorable comeback.

winc.[®]



What does getting back to business involve?

Getting back to business means bringing both your people and your customers along on the journey. Now's the time to re-engage both.

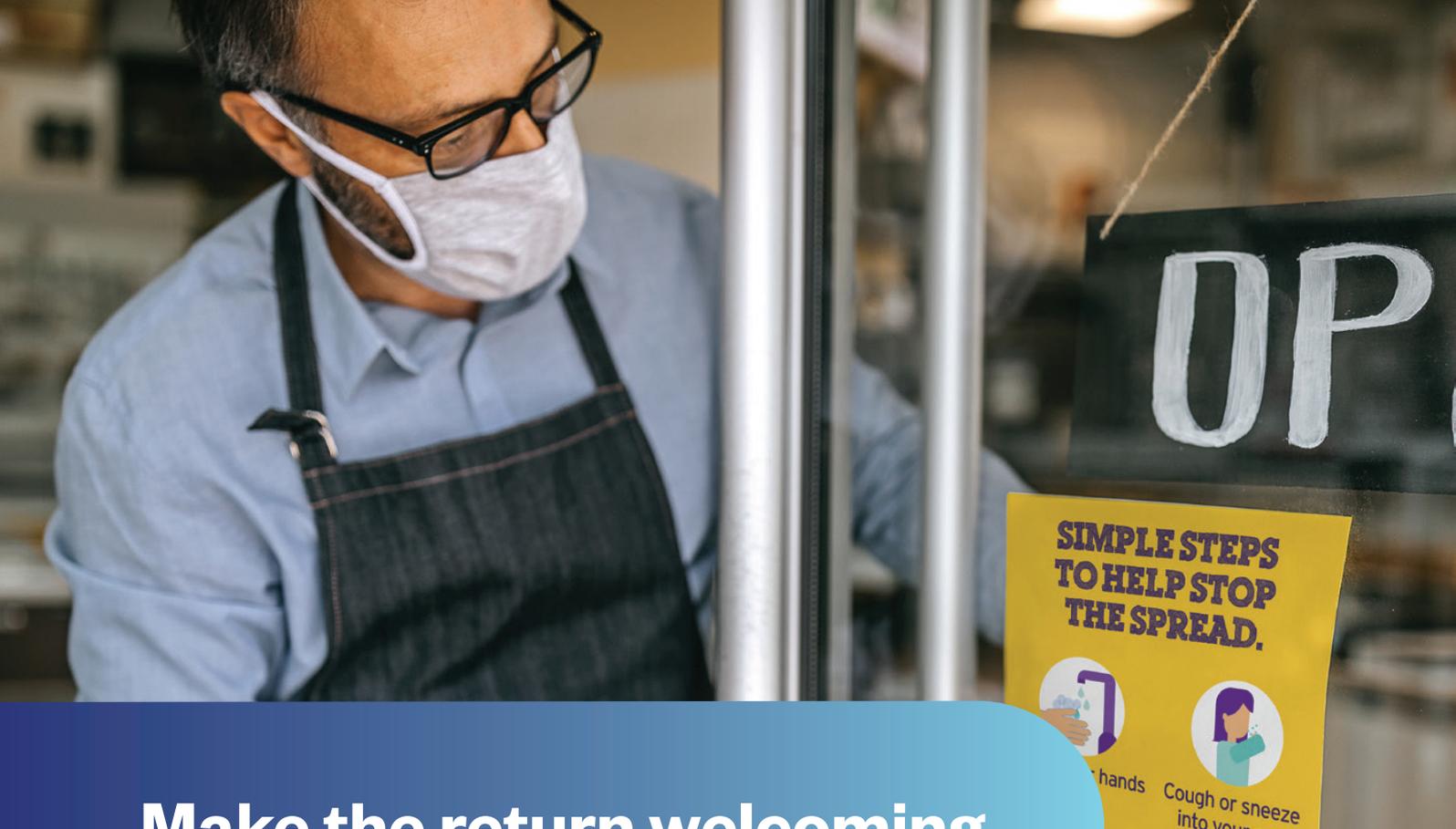
The Government and business leaders are encouraging staff to return to the office to help stimulate the economy and create jobs. It's important to support retailers, small businesses and hospitality venues that have been largely impacted by the move to flexible working and get CBDs humming again.¹

With the return to COVID-normal, now's the time to ramp up the conversation with your customers. It's important to let them know that your business is open and ready to assist them with what they need.

At the same time, by bringing your own people back to the workplace (when it is safe), employers can enable more cross-collaboration, problem solving and productivity. Some workers may be hesitant to do so. In a survey from Hays Recruitment conducted in August of this year, 51% of professionals who have been working remotely said they do not yet feel safe and happy to return to their co-located workplace.² So how can you motivate your team to return?

¹ The Canberra Times, 2020. 'Australian public servants told to return to office six months after first working from home due to COVID-19', <<https://www.canberratimes.com.au/story/6942184/hope-as-public-servants-told-to-return-to-the-office/>>

² Hays Recruitment, 2020. 'Re-entry anxiety: 51% of employees aren't comfortable returning to the workplace' <<https://www.hays.com.au/press-release/-/content/re-entry-anxiety-51-of-employees-aren-t-comfortable-returning-to-the-workplace/2436570>>



Make the return welcoming.

Clear signage

As you welcome employees back on-site, make sure they are clear on where to go and how to act. To avoid confusion and provide peace of mind, display instructions, 'how to' guides and other signage. At Winc we support our customers with everything a workplace needs to work safely and effectively, including COVID-19 signage, branded face masks, sneeze guards, floor decals, custom cleaning, sanitising supplies and more.

Welcome back packs

Make the transition easy by putting a welcome back bundle at individual workstations as a surprise for your team's first day back. Contents could include hygiene essentials and individual stationery items such as pens, scissors, staplers and sticky notes. Having individual stationery items available is important when it comes to reducing the number of shared items in the workplace. Make sure people label them for easy identification. Be sure to include a welcome back letter with instructions on how to work safe.

Celebrate the return

To acknowledge the effort your team has put in during such a challenging time, and to celebrate the return to a somewhat normal routine, rewarding them with an individual branded gift is another way to make returning on-site a positive experience. Our suggestions? Either a treat, such as chocolate, or items that can be used in the office, such as a diary or a lunchbox.

Encourage flexibility

While some people may be eager to return, others may not be. It's important to ensure flexibility remains an option and workplace returns are tailored to individual needs if possible. Showing employees that their preferences, habits and lifestyle choices are taken seriously will likely result in a more motivated, productive and loyal workforce.^{3,4}

³ BBC Worklife, 2020. 'Do office reopenings mean a return to the 'old normal'?' <<https://www.bbc.com/worklife/article/20200813-work-from-home-and-return-to-office-reopening>>

⁴ Association for Project Management, 2016. 'Flexible working: a tool to increase motivation and employees retention' <<https://www.apm.org.uk/blog/flexible-working-a-tool-to-increase-motivation-and-employees-retention/>>



Make a memorable comeback.

Keeping customers informed of where, when and how they can find you is critical if you want to ramp up your business post-COVID. The first step when you are getting back to business, is to let your customers know you're open.

Use signs, window decals and wobblers to raise brand awareness and keep customers in the loop. For some customers, the best way to spread the word is through business cards, brochures and loyalty cards to help drive sales.

A small promotional gift or bundle to surprise and delight customers can also be used as a thank you to those who have been loyal or to entice potential new customers. Get creative with your gifts or promotional items and make them impactful and practical. Remember to put effort into designing the packaging as an opportunity to showcase your brand and make it look unique.

Our Print and Marketing Services team can work with you on engaging marketing material and products to help you get back to business which also fit your objective and budget. The team can also assist with banners, vinyl stickers, sneeze guards and more to keep your customers safe and comfortable when they visit your business.

About Winc

Winc is a workplace support company. We free up companies to do what they do best by taking care of everything a workplace needs to work - all in one place and delivered. We're here for all organisations, whether they're an SME or large enterprise, in education or health, private sector or government.

Our team of industry specialists is dedicated to delivering tailored solutions for our customers. This means everything from helping children around the country to reach their full potential by having the right tools to support their learning, to enabling Australian workers to perform their best whatever they do, wherever they are.

From office, school, facilities and safety essentials, services like print and marketing, to demonstrating what's possible with our technology and workplace solutions, Winc has the widest product range available. When paired with EasyProcure, our unique procurement management engine, our customers can save on reporting time and optimise their procurement spend through flexible order settings and approval workflow.

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