



# PRACTICAL GUIDES #eFUTURE

#eFUTURE provides a step by step guide to help businesses re-tool and discover new ways to reach customers. This resource is provided through six publicly available guides featuring practical tips and simple tools:



## GUIDE 1: Keep your business active

GUIDE 2: Efficiently handle orders and deliveries

GUIDE 3: Organize business finances during complex times

GUIDE 4: Ensure business safety and security

GUIDE 5: Implement various payment methods

GUIDE 6: Generate appealing products and promotions for your clients



This icon indicates support tools that put this guide into practice. A summary of available tools is located at the end of this document.



Empowered Lives.  
Resilient Nations.



# GUIDE 1: KEEP YOUR BUSINESS ACTIVE

WhatsApp is the instant messaging platform used most at a global level. This simple and efficient communication tool allows users to send text messages, voice notes, videos and pictures. Additionally, it allows the receiver to react immediately. This quick guide provides tips to reactivate your business and make it grow using WhatsApp.

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## PRESENT YOUR BUSINESS ON WHATSAPP



Use your business logo or a picture of your business as the WhatsApp profile picture.

Complete your profile with the number of your business and in the information section, include your business name and address.

**See Annex 1** 📄

On a visible space (i.e.: business store front window) place a sign with your business name and WhatsApp number so that clients can take a picture or save the number.

**See Annex 2** 📄



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## CREATE A CLIENT NETWORK ON WHATSAPP: IDENTIFY REGULAR CLIENTS AND ASK THEM FOR THEIR MOBILE PHONES AND EXACT ADDRESSES



On your phone, save the numbers and exact addresses of your clients. Save these contacts under a common name to remember who they are for when you send them promotions.

**For example:** Sharon Simpson\_Client or Dwayne Clarke\_neighbour

Send a picture with your WhatsApp information to your clients. To do so, we suggest using our template.

**See Annex 2** 📄

Update and grow your client database by getting new contacts. **See Annex 3**. 📄

Backup your contacts. **See Annex 4**. 📄

Sharon Simpson\_Client  
Hello! I am using WhatsApp!



You can also send a text message with your information or make a call to your customers.

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## CREATE A CATALOGUE OF YOUR BEST-SELLING PRODUCTS AND SEND THEM TO ALL YOUR CUSTOMERS ON WHATSAPP



It is important to update the catalogue at least once a month, taking into account changes in pricing and available products.

**See Annex 5**. 📄



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### CREATE PRODUCT PROMOTIONS THAT ARE ATTRACTIVE TO CUSTOMERS AND SEND THEM BY WHATSAPP



Seasonal products can be offered at lower prices and in packages. **See Annex 6.**

Build baskets with the products most purchased by your customers and send them by WhatsApp.

**See Guide 6: Generate attractive products and promotions for your clients.**



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### OFFER YOUR CUSTOMERS THE OPTION OF ORDERING BY MESSAGE

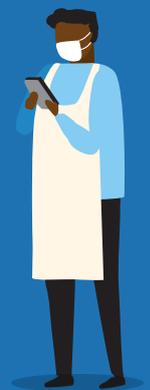


Organize your office hours: Take advantage of slower customer order periods in order to receive orders, prepare orders or call suppliers.

**See Annex 7.**

Work together: divide roles between teammates, colleagues, etc. For instance, one person can receive orders online and another can put them together.

If you work alone, establish a schedule to organize the orders and thus prevent them from accumulating and not being adequately served.



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### HAVE ORDERS READY FOR CUSTOMERS WITHOUT LINES OR WAIT TIME



Send a message to customers alerting them that their product is ready and explain the sanitary protocols have been followed in putting the order together. This will generate customer confidence.

Several payment options can be offered.

**See Guide 5: Implement various payment methods.**

Disinfect bags where products are placed.

**See Guide 4: Ensure business safety and security.**



## SUPPORT TOOLS

**ANNEX 1:** Description on how to update your WhatsApp profile

**ANNEX 2:** Template with general information about your business

**ANNEX 3:** Contact number backup format

**ANNEX 4:** More tips on how to use WhatsApp for your business

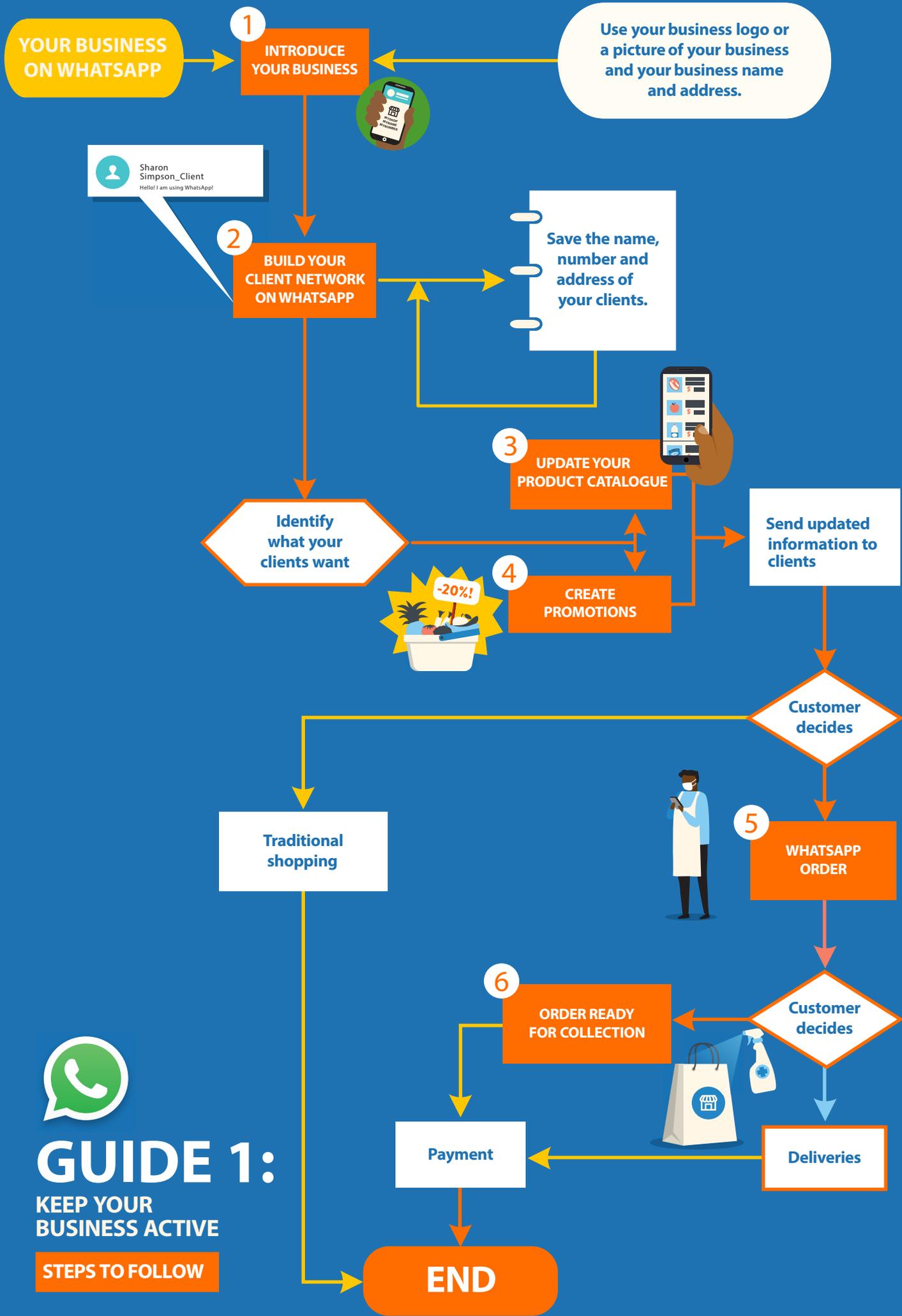
**ANNEX 5:** Template of catalogue with prices and quantities

**ANNEX 6:** Formats to put together promotions and product baskets

**ANNEX 7:** Order control format

Access all content and tools in the following link:

<https://www.bb.undp.org/content/barbados/en/home/covid-19--response-programme/efuture.html>



# GUIDE 1: KEEP YOUR BUSINESS ACTIVE

STEPS TO FOLLOW