**COVID-19 Structure of a Communication letter for Customers**

1. Define the **objective of your message** and chose the proper title.

* *We are in this together*
* *Service Update*
* *Our commitments to you*

1. Give **context about the situation** that you and your employees are living.

* *This situation has impacting the customers we serve every day.*
* *Sorry in advance for any delay during our operations.*
* *We understand that your expectations could be impacted.*
* *We care for your comfort and safety as we are part of an essential service.*

1. Mention a high-level overview of **your action plans**.

* *We develop a plan to take care of your safety.*
* *We will be providing service flexibility.*
* *We will be delivering our product directly to your door.*

1. Close the message with your **commitments**.

* *We are doing our best managing our business in this situation, so that we can continue to serve you.*
* *We want to keep meeting your expectations.*
* *We look forward to supporting your business when you need us most.*