**‘If New habits are formed after approx. 13 weeks……. What effect has that had on my customers? and how does my business begin to rebuild the relationship and habits with existing and new customers?’**

6 pointers to better trading

1 - Prioritise your prospective customers, and employees, and your wider community equally and communicate with all 3 groups ‘brilliantly’.

2 - Tap social media, not surveys, to read and understand your customers and the market’s opinions.

3 - Ask and listen to your employees, on what's working and what's not working in your business.

4 – Then set up really simple measures for success and failure on your CX. Be agile in the ability to change quickly if either of them are telling you something.

5 - How contactless can you be?

6 - Your customers when they return will be your best marketing tool, or your worst business enemy. What will your first set of customers say about the experience they had in your venue, and how many people will they tell?