

CCA  
COCA-COLA AMATIL

# COVID-19 Customer Support Guide





You are, and remain, a valued partner of ours.

We understand that your business, together with the wider Hospitality and Food Service industry, is feeling the impact of COVID-19. As more and more people are confined to home, access to safe food will remain a challenge.

Every day we observe businesses are finding innovative ways to adapt, to continue to operate and serve their customers, and CCA aims to continue to provide you support, where we can.

We have put together a guide of our services we can offer to help you get through these times.

We want our CCA community to feel empowered to talk to our representatives, use our services and trust that we will continue to support you.

It is our promise to support our customers in every way possible and continue to share the latest innovations we observe in the industry.

We will continue to work with you all to drive the Food Service and Hospitality industry forward with leading, modern and progressive ideas.

Stay safe, stay healthy and stay up to date.

Thanking you,

**Jarrad Mortimer**  
**Director of Sales, On The Go**

# THE SHIFT IN THE FOOD SERVICE MODEL

WE HAVE SEEN A RAPID SHIFT IN THE WAY OUR CUSTOMERS ARE OPERATING TO ADAPT TO COVID-19. HERE ARE A FEW OF OUR LEARNINGS.

## RESPOND TO CHANGING LANDSCAPE DAILY:

Things change daily, it is important to continue to assess your business strategies and be agile, now more than ever.

## MAINTAIN SOCIAL DISTANCING:

Keep your distance on pick-ups, take-aways and deliveries for the safety of your employees and the wider community.

## GET ONTO PRE-ORDERING APPS:

If you haven't already, there are great Food Service Apps that allow your customer base to order and pay from the safety of their homes and minimise the time spent in venue. You can also run promotions to engage with your community and increase foot traffic. We've included some links a few pages down to get you started!

## TAKEAWAY MEALS & DEALS:

This is the time to get creative and recreate your menu. Get your menu up online, social media, google and your website.

Delicious initiatives from pre-made meals to take-home ingredients packs are getting sold in cafes & restaurants.

## TAILOR YOUR RANGE:

Small and local businesses are becoming "community stores" or "one stop shops" for a widened range of products, and we expect the consumer behaviour of shopping near home, to last.

## GET ACTIVE ON SOCIAL MEDIA & STAY CONNECTED WITH YOUR COMMUNITY:

This is absolutely critical, people's screentime has gone up, your activity on Social Media needs to rise to match it. We've included tip and learnings to help you communicate with your customers.

## STAY CONNECTED WITH CCA:

Remember there are a variety of ways to stay connected with CCA [www.mycca.com.au](http://www.mycca.com.au) and via our corporate comms page <https://www.ccamatil.com/en/customer-assistance>

## WELLBEING IS EVERYTHING:

This applies to you and your staff. We provide 24/7 counselling support. More information is available in this pack.

# THE SHIFT IN THE FOOD SERVICE MODEL

## PREPARE FOR A NEW NORMAL:

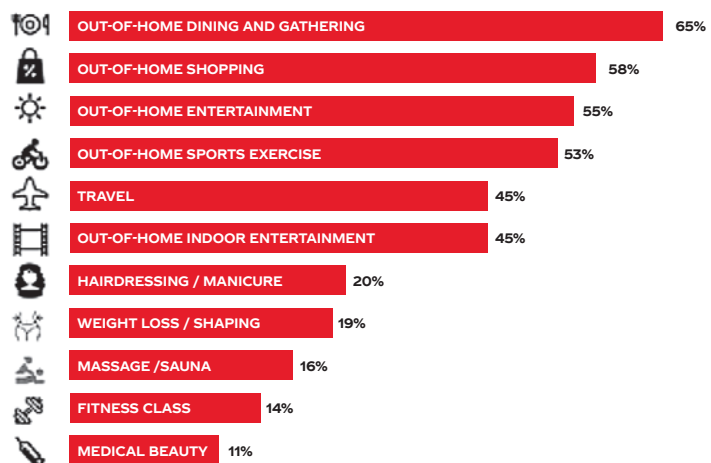
What we know about businesses that perform well through challenging times is they focus on 6 areas to adapt and perform. They:

1. plan for multiple scenarios
2. stay close to existing customers
3. protect margins
4. revise their commercial model
5. capitalise on growth areas
6. prepare for rebound and the new normal<sup>1</sup>

What we know about consumers is they are more likely to rely on their personal devices for info & services during the COVID era. We expect this digital mind-set to remain rooted.

Traffic in bricks and mortar food service businesses will pick up when restrictions are lifted, but perhaps not to the pre-COVID-19 level in the short term. Consumers changed their ordering habits to dine-out-at-home by ordering online, and this will form a new routine.

## THINGS CONSUMERS MOSTLY WANT TO ENJOY AFTER SHUTDOWN:





# YOUR WELLBEING IS IMPORTANT TO US, LET US SUPPORT YOU

## **AMATIL ASSISTANCE PROGRAM EXTENDED TO YOU**

Many of you have shared the challenges you have experienced during the restrictions of COVID-19. In response, we're delighted to share that we've now established a free 24/7 customer support and counselling service for you, if you are struggling with the unprecedented impact of COVID-19.

The Coca-Cola Amatil Customer Support Line is run by Assure, a trusted partner of ours. The 24/7 support service offers confidential counselling and financial coaching and is available to all customers completely free of charge, in the strictest confidence.

## **HOW TO ACCESS THIS SERVICE**

You can access this service by calling 1800 808 374 to speak with a member of Assure's Client Support Team and book an appointment. Or you can book online at <https://assureprograms.com.au/book-an-appointment/>. You will need to state that you are an Amatil customer to ensure you can register for an appointment. You are not expected to provide the reason for attending - this is a conversation saved for your session with the psychologist.



# YOUR WELLBEING IS IMPORTANT TO US, LET US SUPPORT YOU

## FREQUENTLY ASKED QUESTIONS

### **What should I expect when I call Assure?**

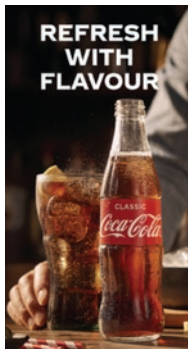
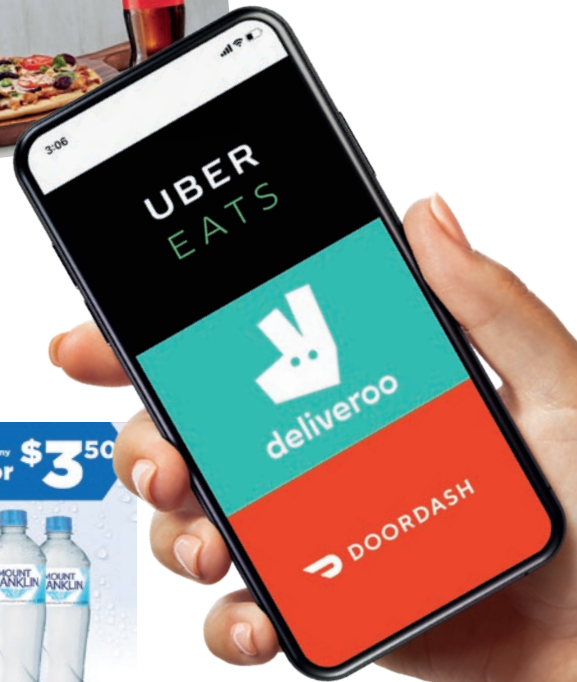
When you call 1800 808 374, you will speak with a member of Assure's Client Support Team (CST) who can book an appointment for you. Please let the team know that you are an "Amatil Customer" to ensure they can register you for an appointment. You are not expected to provide the reason for attending – this is a conversation saved for your session with the psychologist.

You can also request an appointment online at: <https://assureprograms.com.au/book-an-appointment/>. Once you've completed the form, a Client Support member will contact you during business hours to finalise and confirm your booking.

### **What happens if I need to speak with a psychologist straight away?**

If you require urgent assistance, you can request to speak with a psychologist over the phone immediately or at a time suitable to you later that day. Please inform Assure's Client Support Team if you need to speak with someone urgently.

# MARKETING SUPPORT FROM CCA



## IN-STORE:

You can get the most out of customers in-store by building engaging Point of Sale, talk to your Amatil Sales Rep today and ask about DMEX and MENUMAKER

### POS suites include:

- Menuboard designs
- Bespoke menus (#MenuMaker)
- Food bundle templates (#DMex)
- Fridge & Window decals
- A-Frame inserts

## ONLINE:

You can target customers who want your products through Food Service Aggregators, check out our free to use Aggregator Portal.

You can create targeted and engaging ads through Google Adwords.

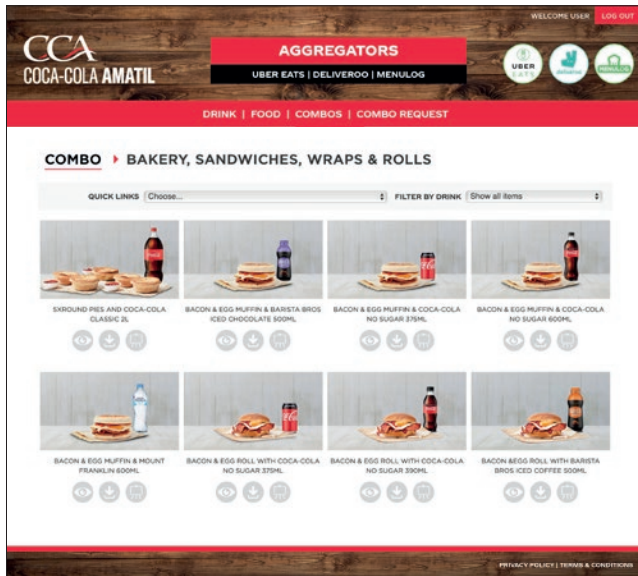
You can work with your Amatil Sales Rep to develop a bespoke menu design for your own webpage (#MenuMaker)

## ON SOCIAL MEDIA:

Social Media Guide - now is not the time to go quiet! Stay connected with your followers, your customers and your community

- Create your Facebook or Instagram business page
- Post at least twice per week on each platform #ContentIsKing
- Boost your post
- Control your brand's tone of voice
- Celebrate your role in your community

# AGGREGATOR PORTAL



[CLICK HERE](#)

### AGGREGATORS

#### KEY TAKE OUTS

#### HOT HOUSE PIZZA

Hot House Pizza joined Uber Eats platform in June 2019.

The Uber Eats network **Covers 50%** of the Australian population.

#### BE A VALUE-ADDING EXPERT!

Use our data driven insights on the menu with product descriptions, and formatted combos with a drink offering.

With June 2020 as May 2019 **Aggregators** **drove 17% to 18%** to June 18 to 20 last month, followed up by two crushing months in July 2020 (over 20%) and August 2020 (over 21%)

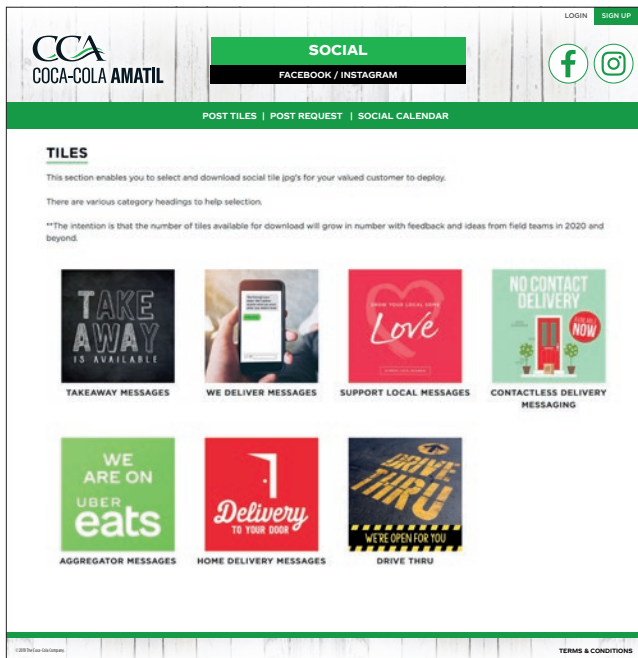
#### ADDED BONUS

In addition, the outlet added extra range to increase customer offering. Majority of 1st round pizza, and we had if I can provide options for my food, I want to be able to provide it for my drink too. **Hot House Pizza now uses 200ml, 500ml, 600ml, 800ml, 1.5L and 2L.**

We know creating compelling food and beverage bundles online make a winning combination. In these challenging times our Aggregator & Social Media portals are proving popular for ease-of-use and enabling customers like you to get online fast and drive value in every single order.

During the early stages of the COVID-19 restrictions, we have seen strong revenue increases in customers who use these tools. For example, a Sushi Bar in South Australia reported \$500 revenue increase across 4 nights after one of our sales representatives helped set them up with a Food Service Aggregator. It's another way we are proud to support our customers now, and set them up for future success.

# SOCIAL PORTAL



[CLICK HERE](#)

We have also launched our Digital and Social Content Portal to help customers like you give your social media account and in-venue TV screens a free professional makeover. Our portal has a large, and ever expanding, library of social media tiles to download and use, with countless customisable combinations, for free.



# OUR SOCIAL MEDIA GUIDE

1

## PERSONAL BRANDING/ HUMANISING SOCIALS:

Relatability, authenticity and transparency can help accomplish any goals.

2

## FINDING YOUR OBJECTIVE, ENSURE ALL POSTS DELIVER ON YOUR OBJECTIVE:

Will you raise awareness? Are you growing brand loyalists? Are you attracting new consumers? Are you driving in store purchase?

3

## PLATFORMS TO CONSIDER

There are many different social media sites that you can join to promote your business. Choose the right platform and the right social handles which you consistently use across different platforms. Create a content calendar and post across these channels:

### Facebook:

Lead with native content, videos that generate discussion & shareability. If you want to reach new audience quickly this platform is powerful.

### Instagram:

Predominantly a visual platform, with aesthetically stunning and interesting videos and pictures reigning supreme.

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## CREATING CONTENT

Video has become a very powerful tool in social media marketing. Studies show that adding a video on a social media channel can increase conversions by 80%. Some Apps to help you create your next social media video.

**Adobe Spark Post:** Transform photos with design and animated templates.

**Piclab:** Add text, borders and overlays.

**Plotaverse:** Turn any still photo into a video or GIF.

**Ripl:** Layer animated templates on top of photos.

**Videoshop:** Combine photos and videos, experiment with stop-motion etc

**Legend:** Add animated text to a photo or video

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## POSTING FREQUENCY & BOOSTING

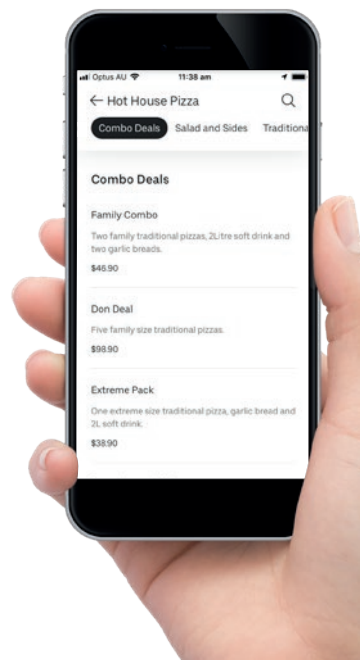
We recommend posting on Instagram & Facebook 2-3 times per week. If you want to boost your post here are the steps:

### BOOST A POST ON YOUR FACEBOOK PAGE

1. Go to your Facebook page and find the post you want to boost
2. Click the blue **Boost Post** button on the post
3. Select the audiences you'd like to reach or click **Create New Audience** to create an audience based on traits like age, location, interests and more.
4. Click the dropdown below **Total Budget** to select a budget for your boosted post
5. Choose a duration option, or type in a custom end date next to **Run this ad until**
6. Select your preferred payment option

### BOOST A POST ON YOUR INSTAGRAM PAGE

1. Go to your Instagram and find the post you want to boost
2. Click the blue **Promote** button on the post.
3. Select where to send people, either 'Your Profile', 'Your Website' or 'Your Shop Front
4. Select the audience you'd like to reach or click **Manual** to create an audience based on traits like age, location, interests and more
5. Set your **Daily Budget and Duration**
6. Select your preferred payment option



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## REVIEW PERFORMANCE & OPTIMIZE THE PLAN

Most platforms have it built-in analytics tool. It helps you track engagement and followers. Alternatively, [Later Analytics](#) is a good tool to use which includes all the insights from the Instagram app, plus additional data for calculating best times to post, engagement rate, click-through rate, and more

### FINALLY GO GET CREATIVE!

There are plenty of ways you can get creative - check out some ideas here:

[www.thepreviewapp.com/7-types-instagram-grid-layouts-planner-tips/](http://www.thepreviewapp.com/7-types-instagram-grid-layouts-planner-tips/)