

Coronavirus: Top measures and support from UK brands

This week, the disturbances around coronavirus rose and inboxes are being flooded by preventive and supportive emails from worried retailers sharing the measures they're taking following the government's advice, to struggling food providers saying they can't accept new orders, the list is long.

In these times of self-isolation and information overload from TV, media, social media, here are a few examples of Coronavirus communications that have been received or spotted online this week.

Ahead of a potential lockdown starting with London, brands have been announcing what they're doing to fight coronavirus via their social channels, websites or by emailing directly their customers. Cinemas, food stores, fintechs... multiple companies are sharing the measures they are taking following the government's emergency plan to deal with this outbreak.

Pret treats NHS hard workers

This one is on us □ pic.twitter.com/gDLiZEuQi7

— Pret (@Pret) March 18, 2020

Revolut stays positive with its customers by reminding them “It’s BAU”

“The last weeks have been tough everywhere so I’d like to start this message by sending my best wishes to you and your family. You have my word that we are doing everything we can to support our customers at this challenging time.

The Coronavirus pandemic is causing unprecedented movement in financial markets. Naturally, this can be alarming and can allow rumours and false information to spread quickly. To put your mind at ease, I’d like to make Revolut’s position super clear.

We raised \$500 million last month

Last month, we raised \$500 million from investors. We were delighted with that vote of confidence in our revenue-generating business and its ability to deliver transformative services for our customers. So I want to make clear that for Revolut it’s business as usual.

Supporting you

As always, our customer support agents are online 24/7 to help you. Our dedicated teams are reviewing the situation every day so that we can adapt to any sudden changes and we’re monitoring your Coronavirus questions to help improve the quality and speed of our service.

Thanks again for choosing Revolut, and stay safe out there.”

An online choir brings joy in self-isolation

“In response to the coronavirus epidemic I’m organising some online singing events. I’ve just launched Stay In And Sing, which will have its first session on Saturday March 21st at 2pm. Chaps Choir is also hosting a session next Thursday 26th March at 7.30pm with the opportunity to learn their version of

The Book of Love.”

Waitrose shuts some of its shops and suspends its myWaitrose free coffee

First, Waitrose is creating a £1M Community Support Fund to be used as direct aid for the communities you and our Partners live and work in. Your local store will have these funds to support their local area based on the needs of the community.

Help will include setting up additional local delivery services to support people isolated in their homes; for delivering essential items to local care homes and community groups; and for donating products to create care packages for customers to share with vulnerable neighbours.

Waitrose stores will dedicate the first hour of opening as a priority shopping time for the elderly, the vulnerable and those who look after them. Our [waitrose.com](https://www.waitrose.com) team is also looking into ways to support vulnerable customers who need food delivered to them.

We have also taken the decision to close all Waitrose cafes and rotisseries, and to suspend complimentary coffee service for myWaitrose members. Sales of many in-demand products will be capped and we'll close some stores early.

John Lewis to support Waitrose and anticipate home loneliness

“At John Lewis, we are redeploying store Partners to help colleagues in Waitrose wherever it’s practical.

We’re also suspending services that involve close contact between customers and Partners. This includes our cafes, A Place To Eat and others that require skin contact, such as beauty counter treatments and bra-fitting. Nespresso and Kuoni will be closing their outlets too as a temporary measure.

Our online shopping service is continuing to run as normal at [johnlewis.com](https://www.johnlewis.com)

John Lewis is anticipating the feelings of loneliness and isolation customers may start to feel at home by exploring ways to offer its expert Partner-led services remotely. These could include nursery advice for expectant parents; wellbeing advice; craft and cookery classes provided by expert Partners online, or one-to-one calls.”

Giffgaff offers free NHS helpline access to its customers

“Firstly, we have made access to NHS websites and the [NHS 111 health advice helpline](#) free of charge to every giffgaff member.

Secondly, some sites the giff-staffers have been finding useful are:

[Gov.uk](#), to see the latest government policy and advice

[NHS.uk](#), to see the latest UK-specific health advice

[Full Fact](#), to make sure the information you’re seeing online is accurate

[Mind](#), to get advice on how to manage any stress or anxiety that you may be feeling right now”

Farmdrop unable to take new orders

When entering the local fresh food delivery provider website, a virtual queue and a message appear. You can’t shop their groceries anymore, even if you queue up. With the soaring demand these last days, most [online food shops](#) reached capacity and had to suspend their deliveries temporarily.

Everyman cinemas closed until further notice

The fancy cinema group informed its fellow customers that Everyman venues were shut until further notice facing the COVID-19 pandemic. Alike their branding, they’ve designed their message in a vintage and humorous manner, quoting famous movies, as visible on their website “See you in the near future”.

Read also

[Coronavirus Tech Handbook](#)

