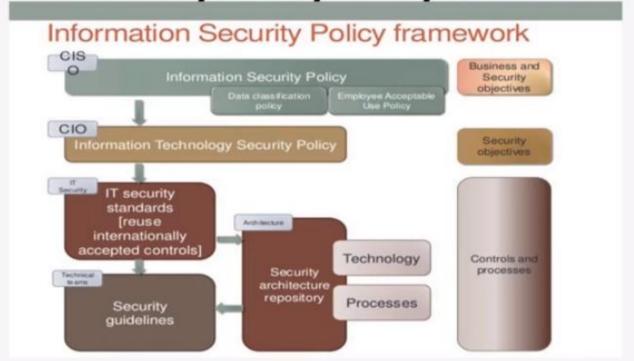
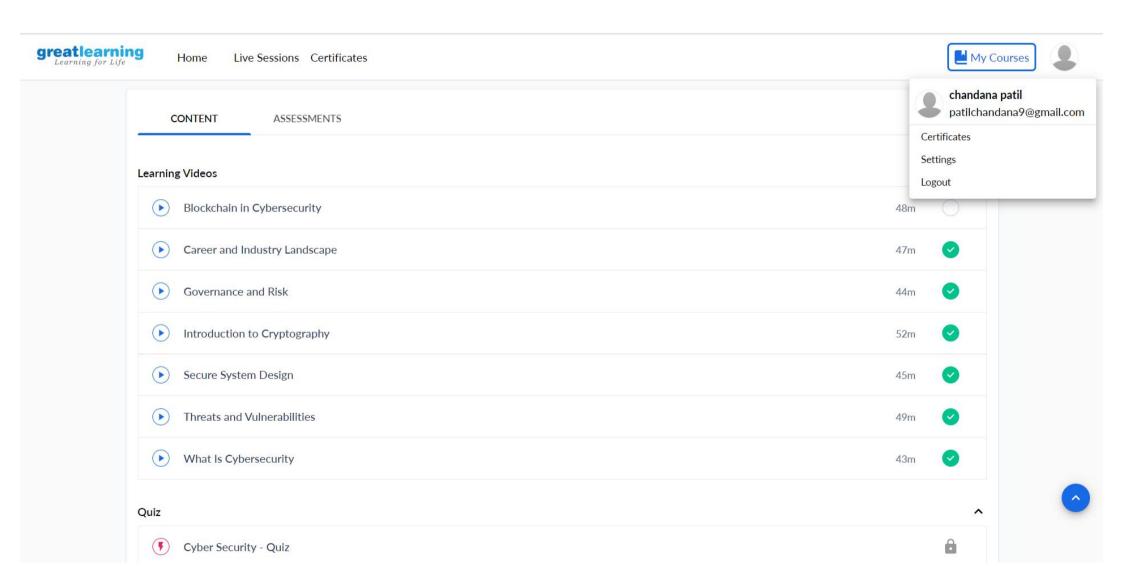
Concepts



Cyber Security Policy Ecosystem













Best Practice Actions Taken by Leading Organizations to Connect With Customers Amid COVID-19

TRUST

- proactively having open and authentic communications
- · complying with restrictions and devoting extra efforts to ensure safety
- showing sensitivity to customer needs when introducing sale offers

COMPASSION

- · expressing care
- · offering flexibility and support for customers
- · doing something positive and unexpected
- · serving the community

STABILITY

- · highlighting what's staying the
- accelerating digital outreach
- · retiring or refining products or service portfolios
- · streamlining operations and making other financially prudent decisions

- · celebrating emerging optimistic trends
- · highlighting legacy accomplishments
- · communicating future preparation efforts









Some Industries are more Impacted than Others

