How to strengthen your company during the Corona crisis
Although Germany is at a standstill, here at TEMA we are continuing to move forward, albeit with due caution, and respecting the same restrictions that everybody is having to live with. We haven’t let this situation stop us promoting our clients, their brands, products and solutions. In fact, it is business as usual!

You are probably asking yourself how this is possible. Direct communication has virtually ground to a halt, public events such as trade fairs and conferences are prohibited and only one subject dominates the media. What does TEMA know that we don’t? Let us tell you.

Yes, the corona virus has brought unprecedented challenges with it. Among other things, employers are attempting to maintain relationships, not only with customers and partners, but are struggling to keep teams, that are geographically separated, productive. Now more than ever before, project and departmental managers must be the motivational leaders keeping their now virtual teams together and driving them forward.

Here at TEMA we took advantage of this opportunity to redefine the way in which we work.
digitalisation helps - people remain at the forefront

Now more than ever it is imperative that contacts and relationships are maintained. Tell people that you are still available. Yes, there are challenges that have to be overcome but digital networking offers an opportunity, not only for now, but for the long term. To keep our loved ones safe, the majority of us are working from home whenever possible. The traditional workplace has been replaced by the home, with the physical presence of colleagues being replaced by children and family. This shouldn’t stop regular contact as face-to-face meetings can be replaced by (video) conferences.

Business partners are also being perceived in a whole new light. Established processes, workflows or, in the worst case, payment procedures, may no longer function as fluidly as before. The essential thing to keep in mind here is to perceive the partner or customer in light of these new circumstances. Help them to adapt to the current situation. TEMA supports customers by being flexible in terms of time, offering creative solutions and advice where we feel our expertise could be beneficial to them. By keeping the lines of communication open our customers know that we are here to help.
TEMA has taken its lead from performing artists. Together with sportsmen they have shown us that distance is no obstacle. We thought that if they can do it, then so can we! You can do the same! All you need is an internet connection. Showcase in real time how your company continues to run. Don’t let your customers think you have forgotten them. Our customers know that we are still here for them. Nothing has changed. The required technology for such a live stream is already readily available if you want it.
distance learning

We, at TEMA, keep our customers up to date and, most importantly, we deliver the information they require as and when they need it. Our experience shows that this works particularly well via webinars. By signing up for a webinar participants are demonstrating interest in the content. It is therefore worth taking time to create a subject that will appeal to a wide audience. Give participants sound information that offers added value for their everyday work and leave them wanting more. It couldn’t be simpler. All you need to conduct a webinar is a computer with a webcam, a headset, a sufficiently fast internet connection (min. 16 Mbit/s), and of course the appropriate know-how.
If you can’t get together with your colleagues and customers for the time being but really want to impress them, virtual reality could be your go-to tool of choice. You probably know that VR applications are suitable for training and explaining complex issues in a clear way, but they can also be used in product development, marketing, sales and service applications. Our VR professionals have already realized challenging projects in the virtual world for many of our customers, so we can use our experience and expertise to assist you, from conception to the purchase of the right VR material.

If you are not ready to be completely immersed in a virtual world then you might like to consider Augmented Reality. With the capacity to overlay real images with virtual content Augmented Reality is just as impressive as VR. It is also extremely versatile and works through a tablet, a smartphone or even with a Hololens.

Zoom stock is up more than 42 percent since late January, when news of the virus’ spread started to impact the market. Slack is up 16 percent. Source: geekwire.com
This current situation has meant that many businesses have found themselves in a static position with no movement in either direction. In some cases parts of production have had to be discontinued, suppliers can no longer deliver reliably or customers are putting all projects on hold. Some companies are currently out there, with a motivated team but with less work. Don’t become idle. Use the time positively to do all those things you kept putting off because of lack of time. Optimize processes or take inventories. Be open for topics like idea management processes and prepare to get right back into the swing of things with a fresh perspective as soon as the crisis is over.

Keep departments motivated. Come up with new, innovative ways of keeping them involved and feeling part of a team. Ask them to produce up to ten innovative ideas per week (e.g. to reduce running costs). This will help your business succeed in the long term.
This crisis presented all of us with numerous challenges that nobody was prepared for. At TEMA we have learnt from this experience and will build on it. With a bit of luck the companies that have survived will look forward with certainty and self-confidence to a digital future. There is light at the end of the tunnel. The end of the crisis will provide a new opportunity to celebrate a fresh start with customers, partners and employees. Customer visits or company get-togethers will begin again, strengthening relationships and offering a personal exchange to reflect on the time we all survived together. Actively communicate the aftermath to your customers and partners in these challenging times. Don’t stop telling them you are there. This offers a realistic ray of hope for the positive effects that such a time can bring. Take a leaf out of our book: be self-confident, optimistic and with digital solutions, you will keep your customers and their trust.

Further information and contact

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