



## **Coronavirus Communications Support for Our Clients**

A Message From Your Placewise Team

# Coronavirus Communications Support

.....

**The guide includes instructions for:**

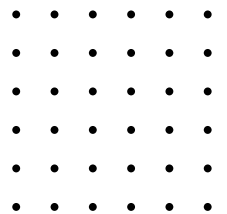
- Creating a new page that has all the current updates about your center
- Adding an operational message to your website
- Changing individual store hours
- Changing center hours

If you should need support for any of this, or if you have a unique situation or request, please reach out to your account support representative directly.

If you need assistance sending any email updates to your customers, please contact your account support team directly.

If you need emergency support after hours, please email [coronasupport@Placewise.com](mailto:coronasupport@Placewise.com).  
(this will alert your support team members via text message.)

-Your team at Placewise



# Customer Notifications

Your website includes two primary notification sections: I-Features and Operational Messages.

**Create a Health and Safety (or any name you would like to use) page that can be linked to from other places.**

**I-Features work well to generate a new page highlighting information such as Health & Safety. (Appearance and location on the homepage depends on your site design.)**

## I-Features:

Click **"I-Features"** on the sidebar navigation.

On the I-Features screen, click "Add New I-Feature."

**Headline:** Headline for your announcement.

**SEO Headline:** This field auto-populates.

**Date to Display:** Click inside this field to bring up calendars; choose the date this should go live on your site.

**End Date:** Click inside this field to bring up calendars; choose the date this should come off your site.

Click **"Show More Options."**

**Detail:** This is where to add extended copy, images, further information, and links. This content will populate on a new page. If you plan to link the iFeature to an existing page (e.g. an event), you can skip this field.

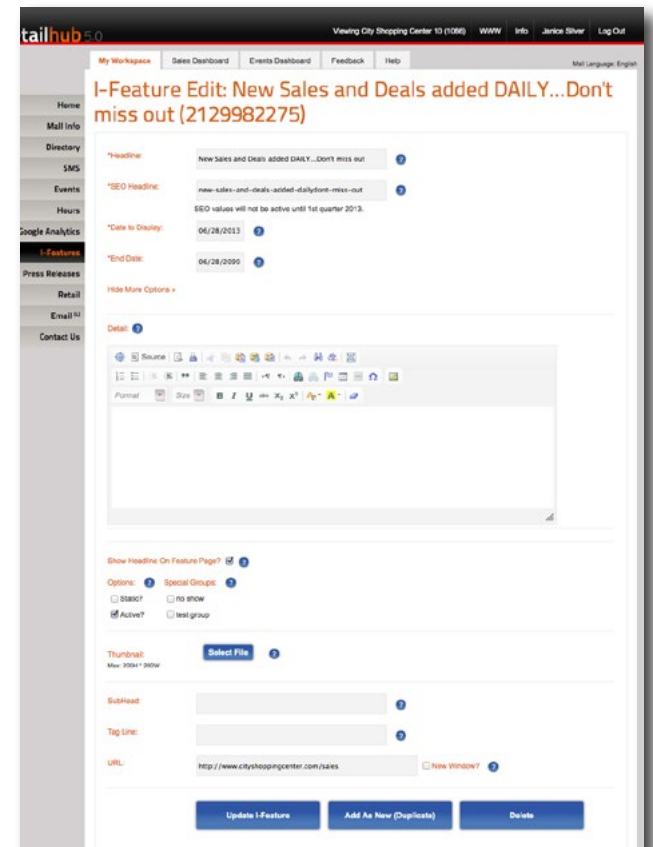
**Pro-Tip:** If you copy and paste from Word, be sure to use the "Paste from Word" button.

**Thumbnail:** Click "Select File" to upload an image file.

**URL:** If you want to link the iFeature to an existing page (e.g. an event), add the URL here. If you want it to open in a new tab, check the New Window box.

Click the **"Add I-Feature"** button to update your site.

**Pro-Tip:** To set the order of display for your I-Features, on the main Current page click the word 'pin' next to the Headline to add sorting numbers. You can also click on the rows and drag them up and down to set their order.



I-feature Edit Page



# Customer Notifications

.....

**Create an operational message that appears on the top of every page on your site.**

## Operational Messages:

This section is for critical notifications to alert customers if there are closures, cancellations, or other time-sensitive callouts. You can include links in this section to I-Feature pages or other pages on your website. This bar appears on every page of the site.

### Access at: Events > Operational Messages

#### Date and Time:

**Start Date:** The date the message starts.

**End Date:** The date the message ends.

**Message:** Enter the message notification in the WYSIWYG. If you want to link to another page, highlight the word(s), then click the Link icon.

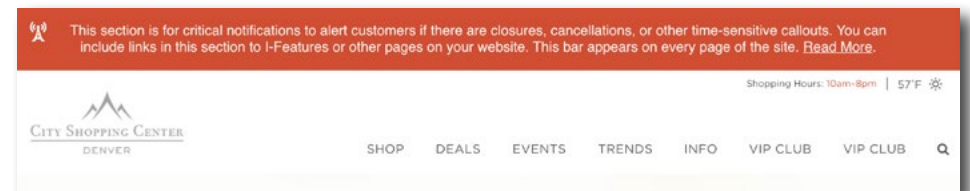
**Link:** Link the operational message to the Health & Safety page created above by highlighting the words you want to link and clicking the Link icon.

**Note:** There is a 275-character limit.

**Pro-Tip:** If you copy and paste from Word, be sure to use the "Paste from Word" button.

The screenshot shows a form titled "Operational Message: Update". It includes fields for "Start Date" (03/10/20) and "End Date" (03/20/20), each with a help icon. The "Message" field is a rich text editor containing the text: "Due to inclement weather, we will open at 12 pm today. Some retailer hours may vary today. We will resume normal operating hours tomorrow. Please call our main office with questions. Thank you." Below the editor is a character count: "Words: 33, Characters: 193/275". At the bottom are "Update" and "Delete" buttons.

Operational Message in RH



Operational Message on Live Site



# Store Opening/Closed Tool

## Directory > Select Store

We have upgraded the "Store Opening Info" tool to better accommodate a store's opened/closed status. You now have the option to create your own custom text to indicate if a store is opened or closed.

On your website's directory page, a closed store will display a red tag and an open store a green one. Tags will activate and deactivate based on the "Opening Date" you input.

If a store is closed, an anticipated Opening Date can be added. As long as that date is in the future, the "Closing Date Text" will show in a red tag on the directory, as well as on the store page next to the store name. Once that date passes, the system will automatically switch to the Opening Text and change the tag to green.

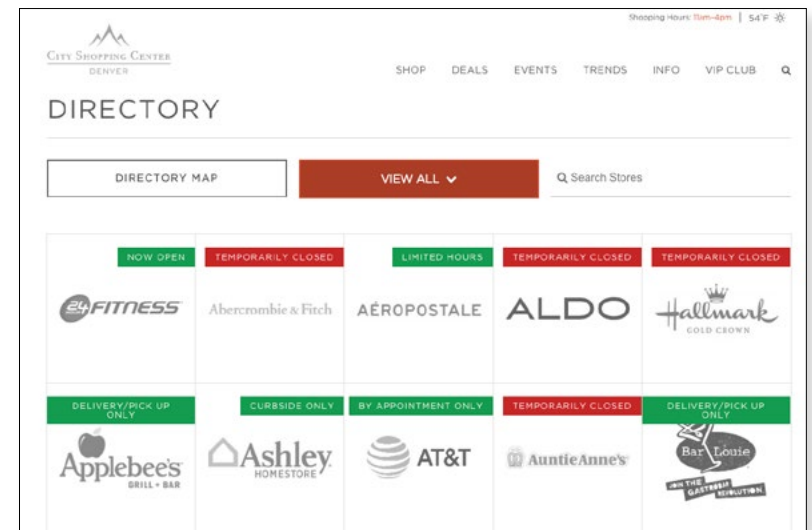
**Closed Text:** If your store is currently closed, please use this text field to indicate the closure within the 18-character limit. Examples: Temporarily Closed, Under Construction, Coming Soon or Opening May 23rd!

**Opening Date:** Add the planned reopening date of the retailer (this will not appear on the website and can be modified in the future).  
**NOTE:** Opening Date is required for Closed Text / Now Open Text to appear.

**Now Open Text:** Now Open Text: Enter a custom message that fits within the 18-character limit. Examples: Delivery & Takeout Only, Curbside Pickup, By Appointment Only, Limited Hours, etc. **NOTE:** **After the Opening Date passes, if no Opening Text is included, the tag on the Directory page will default to read "Now Open".**

Opening date text will display for 3 months on the directory and store page. This can be extended by adjusting the opening date. To remove all tags, delete the Opening Date.

**NOTE: Sales - If a store is marked CLOSED, national-level sales will not publish for this location. However, sales or other information can still be added locally.**



Open/Closed Info ?

Opening Date: 05/27/2020 [Reset](#) ?

Closed or Coming Soon Text: Temporarily Closed ?

Now Open Text: Curbside Only ?



# Mall Hours & Closures

Use this if you are changing your center's hours of operation.

Click on **"Hours"** in the sidebar navigation.

## To Change Center Hours for a Specific Day:

- Click on the day you would like to change.
- A pop-up will open; enter the new hours here.
- Click **"Update."**

## Create or Change Hours for a Range of Days:

- Scroll down below the calendar where it says **"Default Hour Overrides."**
- Use the fields to specify the time period for this change, then enter the new hours below.
- Click **"Update"** when you've completed the changes.

**Note:** Once an override is set for a range of dates, it's no longer possible to override individual dates within that range.

## To Change Regular Shopping Hours:

- Scroll to the bottom of the **"Hours"** screen.
- Click **"Change Regular Shopping Hours."**
- Click in the field for each day to enter the new hours.
- When you click **"Update"** your new default hours will be changed.

**Pro-Tip:** Call your Account Rep and let us help you manage this

The screenshot shows the 'Hours' management interface. At the top, it says 'retailhub 5.0' and 'Viewing Scottsdale Quarter (177)'. The main content area is titled 'Hours' and contains a calendar for August 2014. Each day has an 'Override' button. Below the calendar is a 'Default Hour Overrides' section with a table for days of the week and time slots. A callout box highlights the 'Change the Regular (Default) Shopping Center Hours' link at the bottom.

Hours Screen

The screenshot shows the 'Change the Regular (Default) Shopping Center Hours' detail view. It includes a 'Default Hours' table with days of the week and time slots, and an 'Update' button.

Change Regular Default Hours Detail

