

DID YOU KNOW?

Only 63 per cent of respondents to a 2013 survey report that their organisations have business continuity measures in place. Of those respondents with no business continuity plan, 43 per cent claim their organisations will deal with disruption when it arises.

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The Importance of Creating a Business Continuity Plan

For many employers it is tempting to let business continuity planning take a back seat to more pressing day-to-day concerns. But this strategy focuses too much on the present and does not take your business' future into account. Unexpected issues can arise at any time, which is precisely why all businesses need an extensive business continuity plan.

A business continuity plan is your organisation's fallback in case it cannot operate due to an unseen emergency. Emergencies can include fire, theft, vandalism, bad weather or loss of personnel and suppliers—basically anything that can incapacitate your business. This list is not exhaustive. You need to prepare your business for the worst, in whatever form it takes.

Business continuity plans touch on two main topics:

- **Crisis management** prioritises employee health and safety and involves creating building evacuation procedures, listing useful contacts and establishing off-site meeting places.
- **Recovery** roadmaps list, in detail, the core elements of your business and questions what you would do without them.

Rely on Crendon Insurance Brokers Ltd for more information about writing a business continuity plan.



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Benefiting From Negative Reviews

Negative reviews online can actually benefit your business. At first glance this would seem to contradict every piece of accepted market logic—you do not want people saying negative things about your business, and you certainly do not want those negative things published online.

The truth, however, is that negative feedback can actually come with scores of benefits, including higher customer satisfaction and improved customer engagement.

Whether operating online or not, every business incurs negative reviews—they are unavoidable. It is impossible to please everyone all of the time. The trick is accepting that your business will not receive full marks, and finding out how to use that to your advantage.

Negative feedback encourages
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Is Your Business Prepared to Handle a Flood?

Floods can be disastrous for any business, destroying goods, equipment, stock and much more. While they can sometimes be predicted, they often arise with little warning. The fickle nature of UK weather only exacerbates the unpredictability of floods, and with so many areas susceptible to flooding, one unexpected severe storm can trigger widespread damage. In England and Wales alone, more than 5 million properties—as many as 1 in 6—are at risk of flooding. One in 14 Scottish properties and 1 in 20 Northern Ireland properties are also at risk. With these odds, there is a good chance that one of these properties at risk belongs to you.

It is impossible to completely flood-proof your business, so flood preparation is a must. Keep your business afloat with solid preparation and a thorough flood plan that outlines how your business will respond to a flood.

Begin preparing your business for flooding by assessing the flood risk in your area. The Environment Agency publishes flood risk maps for England, Wales and Scotland, available at www.environment-agency.gov.uk. Find Northern Ireland's flood risk maps at www.dardni.gov.uk/strategic-flood-map-ni, published by the Rivers Agency and the Department of the Environment.

After assessing your business' risks, create your flood plan. Store it in an easily accessible location—everyone should know where it is at all times. All flood plans should include the following:

- Contact information for building, supplier and evacuation services and flood warning systems like Floodline (0845 988 1188)
- A map showing supplies, protective materials and shut-off points
- An outline of basic strategies for protecting property, ensuring health and safety, minimising disruption and facilitating recovery
- Procedural checklists for employees to use during a flood

Review and update your plan annually. Flood risks and procedures can change, so make sure your business is prepared. But remember that even if you are prepared, flood damage can still occur. Make sure you and your employees know what to do after a flood, including how to clean up and who to contact.

Crendon Insurance Brokers Ltd has the resources to help you create and implement a flood plan, along with additional advice and reminders to help ensure that your business is prepared both before and after a flood.

Benefiting From Negative Reviews

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consumers to spend more time on your website—they spend five times longer on sites that contain negative reviews compared to sites with no negative reviews, and less than 1 per cent of consumers leave a website after reading a negative review, according to a 2013 Reevoo survey. Negative reviews can actually be one of the most popular features on a site—five times as many consumers seek out negative reviews compared to those who seek out positive reviews.

Consumers are more willing to trust your business' positive reviews if some negative ones are peppered in. In fact, 68 per cent of survey respondents trust reviews more when they see both good and bad responses, and a whopping 95 per cent suspect censorship or phony reviews when they see no bad scores.

A business openly responding to a negative review can remedy the original complaint, increase customer satisfaction and drum up new business by setting a positive example for future customer relations. So do not be afraid of negative reviews. Instead, actively respond to any negative reviews and encourage positive reviews from your most satisfied customers. Treat everything—including bad reviews—as an opportunity to improve your business.