



LEVERAGING THE CURRENT COMMUNICATION STRUCTURE DURING A CRISIS

Thursday, December 3

Missy Hansen, Sr. Account Manager





First Thing to do Amid a Crisis

- Engage all internal teams ASAP!



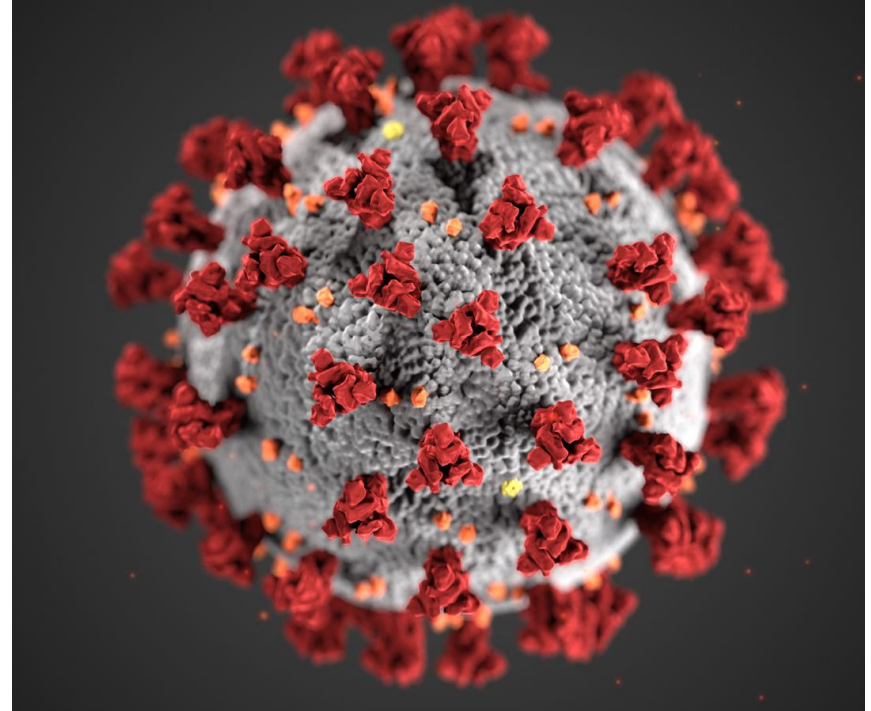
Building a Communication Strategy



FIS COVID 19 Communication Strategy

“Throughout the strategy, planning, development, and implementation of our P-EBT solution, ongoing communication with our state customers, FNS, and a variety of other stakeholders was crucial to its success.”

– Prashant Gupta, VP, FIS Government Solutions



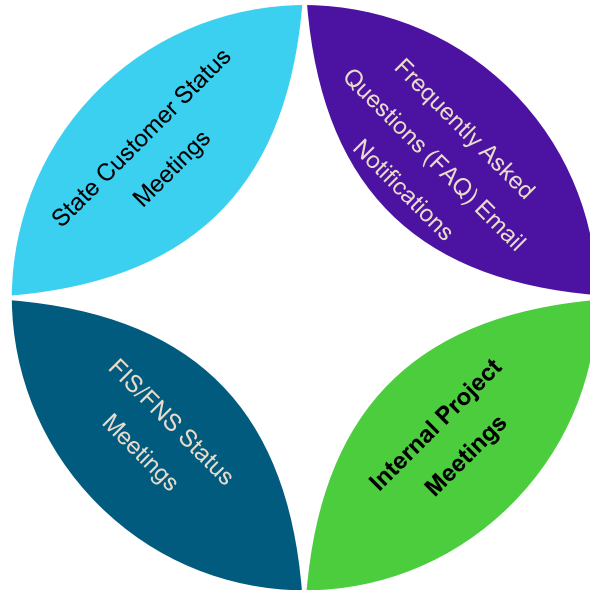
Communication Strategy for P-EBT

1

State meetings were held 3 times per week initially. Individual state status meetings held with FIS AMs, PM and BAs to build out the implementation plans for P-EBT

3

Serving as a bridge between State Agencies and FNS, FIS has engaged FNS regularly to obtain guidance and answers for our state EBT clients.



2

FAQ Notifications emailed to all clients sharing questions and concerns along with relevant answers. To date, there have been 19 FAQs delivered!

4

Internal meetings for all staff supporting the State's P-EBT implementations were initially held daily during March, April and May. They are now held on a weekly basis.

Thank You!

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