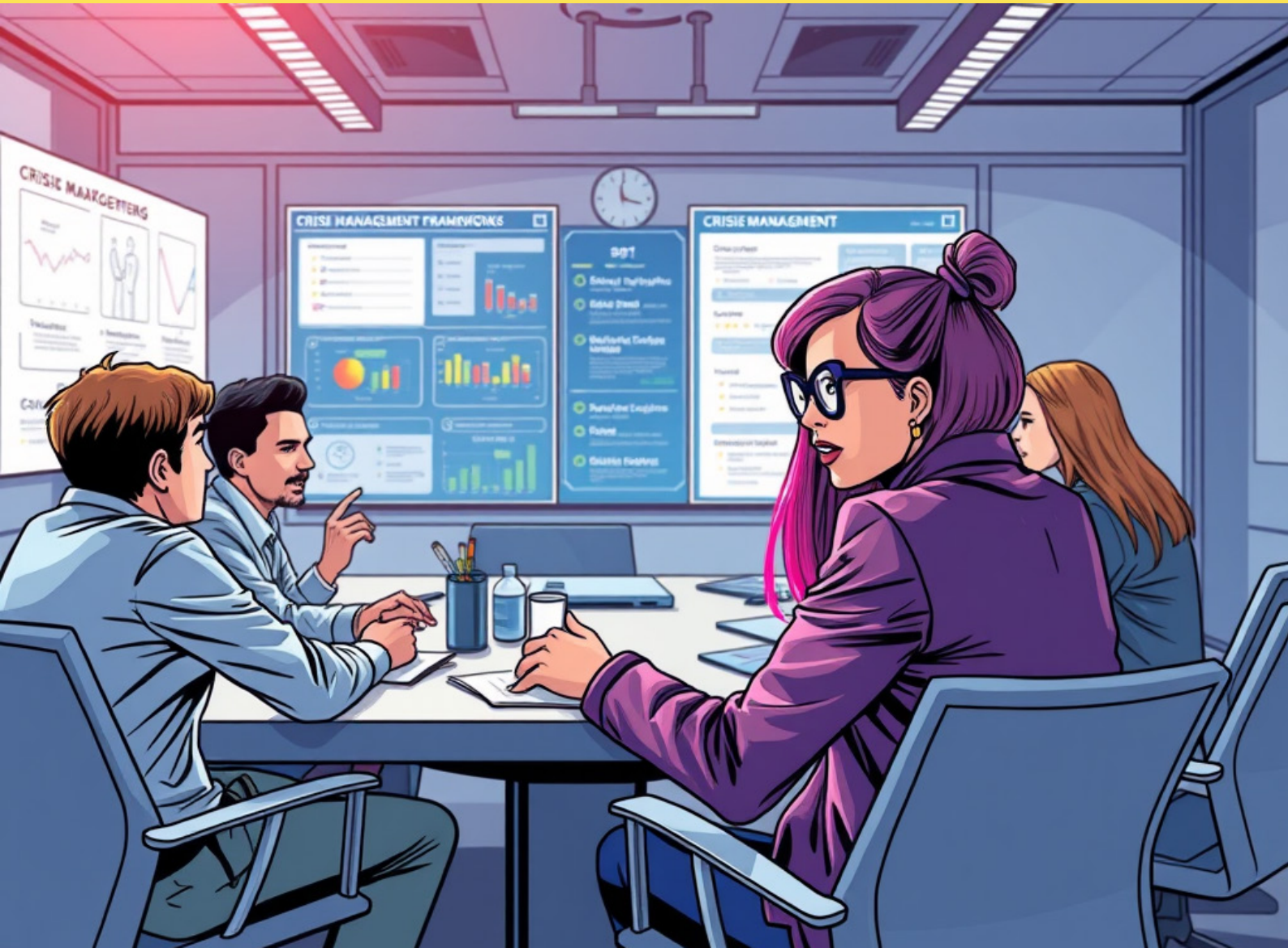
Crisis Communications Strategy Template for a B2B tech company



1. Crisis Classification Framework

Severity Levels

Level	Definition	Response Time	Team Activation
Critical	Multi-customer service outage, major security breach, regulatory violation	15 minutes	Full crisis team
High	Single large customer impact, product defect affecting operations	30 minutes	Core crisis team
Medium	Limited customer impact, minor security issue, negative media	1 hour	Communications + relevant SMEs
Low	Potential issues, minor complaints, internal concerns	3 hours	Department leads

Crisis Types Checklist

- [ ] Data breach/security incident
- [ ] System outage/performance issues
- [ ] Product defect/failure
- [ ] Compliance/regulatory violation
- [ ] Executive/employee misconduct
- [ ] Financial irregularities
- [ ] Vendor/partner failure
- [ ] Negative media coverage
- [ ] Customer complaints going viral
- [ ] Legal disputes/litigation

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2. Crisis Response Team

Core Team Structure

Role	Name	Phone	Email	Backup (name)
Crisis Commander				
Communications Lead				
Technical Lead				
Legal Counsel				
Customer Success Lead				
HR Representative				

Extended Team (Activate as Needed)

- [ ] CEO/Executive team
- [ ] Security Officer
- [ ] Compliance Officer
- [ ] Marketing Director
- [ ] Sales Leadership
- [ ] External PR Agency (Contact Info):

_____

_____

- [ ] Legal Firm (Contact Info):

_____

_____

3. Stakeholder Communication Matrix

Primary Stakeholders

Stakeholder	Contact Method	Timeline	Key Messages
Enterprise Customers	Phone + Email	Within 1 hour	Technical details, impact, timeline, action steps
Channel Partners	Portal + Phone	Within 2 hours	Business impact, customer talking points, support resources
Employees	Slack + Email	Within 30 minutes	Facts, company response, communication guidelines
Investors	Phone + Email	Within 4 hours	Financial impact, business continuity, remediation
Media / Analysts	Email + phone	As needed	Company statement, technical briefing availability

Customer Segmentation for Communications

- [ ] Tier 1 Customers: Direct CEO/executive outreach
- [ ] Tier 2 Customers: Customer Success Manager contact
- [ ] Tier 3 Customers: Mass communication + portal updates
- [ ] Trial/Prospect Customers: Marketing email + website notification

4. Pre-Approved Message Templates

Initial Acknowledgment Template

Subject: URGENT Service Issue Notification - (Date/Time)

Dear (Stakeholder),

We are currently investigating reports of (brief issue description) affecting (scope of impact). We understand the critical importance of our services to your operations and are treating this as our highest priority.

What we know:
- Issue identified at (time)
- Estimated customers affected: (number/percentage)
- Current status: (brief status)

What we're doing:
- (Immediate action 1)
- (Immediate action 2)
- (Investigation steps)

Next update: (specific time)

For immediate questions: (contact information)

(Name, Title)

Technical Update Template

Subject: Technical Update - (Issue Name) - (Date/Time)

Technical Summary:
- Root cause: (if known)
- Systems affected: (list)
- Customer impact: (specific impacts)
- Workarounds available: (if any)

Resolution Progress:
- (Step 1) - Complete
- (Step 2) - In progress (ETA: [time])
- (Step 3) - Planned (ETA: [time])

Customer Actions Required:
- (Action 1)
- (Action 2)

Next update: (time)

Resolution Template

Subject: RESOLVED - (Issue Name) - (Date/Time)

The (issue description) that began at (time) has been fully resolved as of (resolution time).

Summary:
- Duration: (total time)
- Root cause: (explanation)
- Customers affected: (final count)
- Services restored: (list)

Prevention Measures:
- (Measure 1)
- (Measure 2)
- (Measure 3)

We sincerely apologize for any disruption to your business operations. A detailed post-incident report will be available at (location) within (timeframe).

Thank you for your patience and continued partnership.

(Name, Title)

5. Communication Channels and Tools

Channel Priority Matrix

Channel	Critical	High	Medium	Low
Direct Phone calls	X	X		
Emergency email alerts	X	X	X	
Status page updates	X	X	X	X
Customer portal	X	X	X	X
Social media	X	X	X	
Website banner	X	X		
Blog posts			X	X
Newsletter				X

Technology Stack

Function	Tool Name	Access / Login	Responsible Person
Mass Email			
Status Page			
Social Media			
Internet Chat			
Monitoring			
Conference Calls			
Traditional Media			

6. Crisis Response Action Plan

Phase 1: Immediate Response (0-1 Hour)

Minute 0-15:

- [ ] Crisis identification and classification
- [ ] Crisis Commander notification
- [ ] Initial team assembly (core team)
- [ ] Fact gathering begins
- [ ] Internal Slack channel created: #crisis-(date)

Minute 15-30:

- [ ] Situation assessment complete
- [ ] Crisis classification confirmed
- [ ] Full response team activated
- [ ] Initial customer impact assessment
- [ ] Legal/compliance review initiated

Minute 30-60:

- [ ] First customer communication sent (Tier 1)
- [ ] Status page updated
- [ ] Employee notification sent
- [ ] Media monitoring intensified
- [ ] Customer support team briefed

Phase 2: Short-term Response (1-4 Hours)

- [ ] Detailed stakeholder communications sent
- [ ] Regular update schedule established
- [ ] Customer support responses coordinated
- [ ] Social media monitoring/response active
- [ ] Executive availability for key customers
- [ ] Media holding statement prepared (if needed)

Phase 3: Resolution and Follow-up (4-24 Hours)

- [ ] Final resolution communications sent
- [ ] Post-incident report initiated
- [ ] Customer retention outreach planned
- [ ] Lessons learned session scheduled
- [ ] Crisis response documentation updated

7. Monitoring and Measurement

Real-time Monitoring Checklist

- [ ] Customer support ticket volume
- [ ] Social media mentions and sentiment
- [ ] Website traffic and engagement
- [ ] News media coverage
- [ ] Customer portal activity
- [ ] Email open/click rates

Success Metrics

Metric	Target	How Measured
Time to first communication	<1 hour	Crisis log timestamps
Customer satisfaction	>7/10	Post-crisis survey
Media sentiment	Neutral - Positive	Media monitoring tools
Customer retention	<5% churn	Sales/CS data
Employee confidence	>8/10	Internal survey

8. Post-Crisis Checklist

Immediate Post-Crisis (24-48 Hours)

- [ ] Final "all clear" communications sent
- [ ] Post-incident report drafted
- [ ] Customer retention calls scheduled
- [ ] Team debrief meeting held
- [ ] Crisis response effectiveness survey sent

Short-term Follow-up (1-2 Weeks)

- [ ] Detailed post-incident report published
- [ ] Customer feedback analyzed
- [ ] Process improvements identified
- [ ] Team performance reviewed
- [ ] Strategy updates implemented

Long-term Review (1 Month)

- [ ] Comprehensive crisis impact assessment
- [ ] Strategy effectiveness analysis
- [ ] Training needs identification
- [ ] Technology/tool evaluation
- [ ] Annual plan updates incorporated

9. Contact Directory

Internal Emergency Contacts

Name	Role	Mobile	Email	After-hours (contact method)

External Emergency Contacts

Organization	Name	Phone	Email	Service
PR Agency				Crisis PR
Legal Firm				Legal Counsel
Security Firm				Incident Response

Key Customer Emergency Contacts

Customer	Primary Contact	Phone	Email	Escalation contact

10. Document Control

Version: 1.0
Last Updated (Date):
Next Review (Date):
Owner (Communications Lead): _____
Approved by (Crisis Commander): _____

Distribution List

- [ ] Final "all clear" communications sent
- [ ] Post-incident report drafted
- [ ] Customer retention calls scheduled
- [ ] Team debrief meeting held
- [ ] Crisis response effectiveness survey sent

Update Schedule: Quarterly review and annual full revision

Notes

CMO mimmi

Now go build your own Crisis Communications Strategy!

In case you're still unsure what to do and need some help, no worries.

Just contact C-Mimmi-O!

C-Mimmi-O website

C-Mimmi-O YouTube

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