Conference Call

# COVID-19 Project Scope

03/23/2020

10:00 AM

**Meeting called by:** Joe Delapp

**Attendees:** Emory Mulling, Joe Delapp, Jeff Bermel, Tommy Tucker

**Please read:** “UPDATE with Important Information on COVID-19 Project” Email

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| TOPIC | NOTES | TO DO |
| Topline Comments | * **Joe** * Where are we * Where do we want to be * Are we ready to go and if not, how can we be, * and can we make a Monday night launch—by group? * Phase I and II and beyond * The forecast dilemma * What do we if we get besieged ??? * Changes to phone * Changes to pricing * People |  |
| Topline Process Flow | * **Jeff/Joe** |  |
| EM, WPC and Project Team Spreadsheet | * **Jeff/Joe** |  |
| Progress | * **Joe**   + Trial users   + 30 minutes of consultation   + Extra Consultation Time – How to bill?     - Selling units     - Tie selling unit to the calendar     - Joe to give Brandon passwords to Calendly * **Tommy**   + Progress on Manual * **Emory**   + HR FAQs * **Jeff**   + Legal FAQs * **Emory/Joe**   + Progress on how to restart the business |  |
| Marketing | * GhostBusters   + Mulling email list   + Shortening the offer   + Changing target * Guasch Media   + LinkedIn mailing | * 4-6 Scenarios   + “What do I do as a business owner/leader when people come back to work?” |
| Credit Card/Sales | * SQUARE as POS   + EM will use to take credit card information   + Add SQUARE to website for online purchases   + Recurring purchases | * Joe Delapp   + Call with SQUARE   + Invoice vs. manual input * Streamline sales administration   + Contact Info   + Credit Card Information   + ***Cannot*** overload sales rep |
| Phone | * Guasch Media   + Grasshopper – Short Term   + SalesForce – Long Term   + One main number (800-XXX-XXXX)   + Route to personal phone   + Calls fed to individuals | * Guasch Media   + Launch Grasshopper   + Phone Menu and VM messages |
| Email/Domain | * BlueHost   + Domain for email purposes   + 3-year registration of Mulling-hr.com * Microsoft Office 365 Business Essentials   + [\_\_\_\_\_\_\_@mulling-hr.com](mailto:_______@mulling-hr.com)   + Email hosting   + Shared ***INTERNAL*** calendar   + Web versions of Word/Excel/PowerPoint   + 1 TB cloud storage   + Microsoft Teams – up to 250 person meetings | * Guasch Media   + Launch domain   + Launch business email accounts |
| Website | * Elfatrany   + Phase 1 changes – Completed by Monday evening   + Phase 2 changes   + Mulling Corporation website front page will be our offer   + SQUARE addition not going to be complete by Monday | * Elfatrany   + Implement phase 1 changes   + Implement SQUARE by Monday Evening (If possible)   + Booking system on website for clients (Guasch Media assist) * Jeff Bermel   + Revised Bio and Picture |
| Manual | * Team Input   + Assist Tommy in developing Manual | * How companies address issues * Guide the client, not instruct * Include SHRM? |
| HR Consultants | * Training Session   + Jeff assisting   + Background, Goal, Resources   + Shared front-end responsibilities with EM * IT Issues   + Joe Delapp   + Guasch Media * HR Consultants   + Hours/Days | * Emory Mulling   + Line up a few more HR consultants * Jeff Bermel   + Hours/days Mulling-HR available   + Background, Goal, Resources   + What questions will clients ask and how will we respond? |