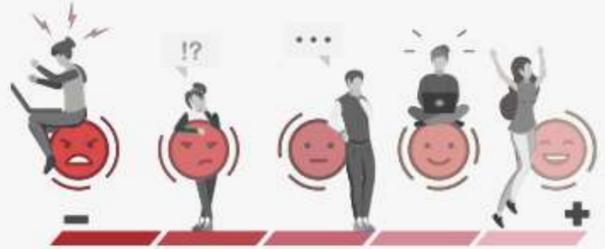


Ensuring a Positive Customer Experience During and Post Covid 19

01

WHAT CUSTOMER EXPERIENCE MEANS IN 2020

- 84% of customers value experiences as much as the actual products and services.¹
- 57% of customers have stopped buying from a company because one of their competitors provided a better experience.²



- One bad experience can stop 32% customers from doing business with brands they love.³
- 86% of buyers will pay more for better customer service because it impacts their future purchase decisions.⁴

02

IMPACT OF CORONAVIRUS ON CUSTOMER BEHAVIOUR: WHAT IS YOUR CUSTOMER FEELING?

- 76% of consumers have moved to online shopping for items they would purchase offline.⁵
- Over a third of consumers are afraid of the spread of COVID-19 and are least likely to trust brands that will put their own needs first.⁶



- A study states that 37% of US consumers prefer to satisfy their core needs, like working, socializing, shopping for essentials, etc while staying indoors.⁶
- 78% of U.K. and 65% of U.S. consumers now prefer connecting with brands digitally to resolve issues.⁵
- 45% of customers intend to continue digital purchasing when the pandemic ends, because of greater convenience.⁵

03

CUSTOMER EXPECTATIONS DURING AND AFTER THE PANDEMIC

- Whether the conversation is via email, chat, or on the phone, 87% of consumers feel that connecting with a live customer representative is the best way of resolving an issue.⁵
- Live chat has gone from being the preferred channel of 19% of consumers from before the pandemic to 28% of consumers during the pandemic.⁵
- 22% of consumers are looking for a service or solution that's always available, day or night, rather than during typical business hours.⁵
- Even before this crisis, 59 percent of global consumers surveyed felt companies had lost touch with the human element of customer experience.³



- Deloitte <https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/consumer-business/deloitte-uk-consumer-review-customer-experience.pdf>
- Salesforce <https://www.salesforce.com/form/pdf/state-of-the-connected-customer-2nd-edition/>
- PwC <https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html>
- Superoffice <https://www.superoffice.com/blog/customer-experience-statistics/>
- Sitel Group <https://f.hubspotusercontent30.net/hubfs/5196934/CX%20Index%202020/COVID-19-the-CX-Impact-white-paper.pdf>
- Forrester <https://go.forrester.com/blogs/a-snapshot-of-us-consumers-attitudes-and-behavior-during-covid-19/>

Empathetic Engagement

Reaching out to your customer about a mishap, reassuring them from time to time, letting them know that you are working on what they need is key to empathetic engagement.



The Human Touch

Engage proactively with customers from your website to give them a personalized experience of your service via Live Chat



What can Marketers do?

Stay Connected

Utilize all your channels like SMS, WhatsApp, Emails, Facebook, etc to keep your customer updated and informed about your services, offers, delivery updates, schedule changes to make them feel secure and connected to your business.



Emotional Marketing

Use emotional marketing to target and engage with your customers. Give them the convenience and normalcy that they are nostalgic about through your customer experience strategies.

