Four Ways the COVID Pandemic is Impacting CX

Amidst the current pandemic and stay-at-home orders, how do you best understand and deliver on what your customers care about most? Today's most successful experiences are delivering on brand purpose, increasing customer loyalty, protecting – and even gaining – market share, and embodying the principles that organizations stand for.

Use these recent statistics on customer needs, behavior, support, and satisfaction to consider the impact on how you deliver experiences today through sustained waves.

CUSTOMER NEEDS

60% of customers are worried about their safety and 64% choose to buy from socially responsible brands[1]

How are you investing in customer and employee safety?

How are you positively engaging with and impacting your community?

CUSTOMER BEHAVIOR

Online shopping has increased 74% since March 13[2]

Is your digital buying experience optimized to be the face of your organization?

How can you make sure that your business can deliver on your customers' expected experience?

How will you manage new challengers and disrupters that may steal your customer base?

CUSTOMER SUPPORT

Customer support requests have increased 34% over chat and 10% over text[3]

Do you have support tools to help manage your service costs (bots, AI, etc.) - is your technology toolkit/roadmap aligned with the changing engagements methods?

Do you have the right capacity?

Do you have a plan to empower employees to add a human touch to alternative support tools?

CUSTOMER SATISFACTION

Customer satisfaction has increased 1% since the beginning of March indicating they may be more forgiving in times of crises[3]

Are your customers more satisfied, or are you struggling to keep them happy?

How long will your customers sympathize with your business challenges?

What is your long-term resiliency plan?

To learn more about Jabian's Customer Experience perspective on this topic, see the "Solving for the Customer in Crisis Through Recovery" article and tool on jabian.com/planahead.

Sources:
1. https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/adapting-customer-experience-in-the-time-of-coronavirus
2. https://www.retailcustomerexperience.com/articles/will-covid-19-change-consumer-buying-habits-long-term-2/
3. https://www.zendesk.com/blog/zendesks-benchmark-snapshot-impact-covid-19-cx/

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