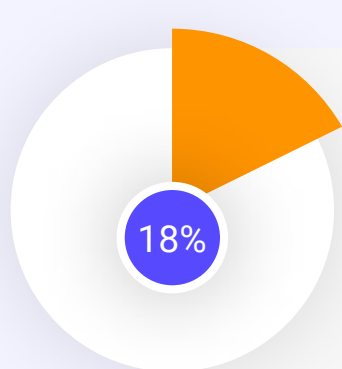




Customer Experience Mindset in the Age of COVID-19



Society Under Trauma

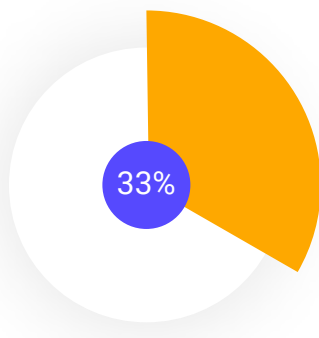


18% of people have a close one whose health **COVID-19** has affected.

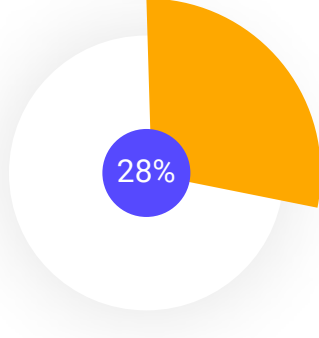
Millions of people across the globe have lost jobs, billions are isolated, feeling physically vulnerable.



Anxiety and Emotional Effect

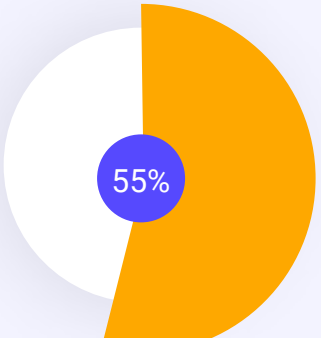


About 33% of U.S. respondents reported stress, sadness, or anxiety.

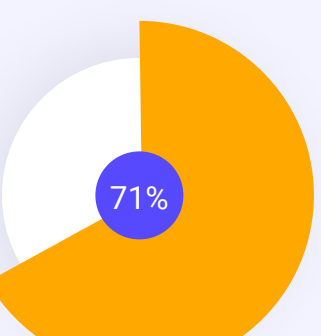


The most commonly reported challenge to productivity among **28.3% of workers** worldwide was difficulty concentrating.

Consumer Trust



About 55% of U.S. respondents said that brands and companies responded faster and more effectively than the Government.



About 71% of them said if they perceived that a brand puts profit over people, they would lose their trust in it forever.



Consumer Spending

Personal Expenditures in the U.S. rose **2.3% in Q4 2020**.

Spending on durable goods fell by **1.1% in Q4 2020**.

Spending increased in **Q3 2020** when businesses reopened.

Retail sales rose **6.9% in Q4 2020 from Q4 2019**.

About **35%** of shoppers aged **18-24** and **28%** of those above **65** may shop more online in the future.

Role of Technology in the Post-COVID-19 World

45% investment in real-time decision engines and **53%** in consumer data platforms.

7 in 10 Boards of Directors have **accelerated digital business** initiatives.

McDonald's is **testing robots** as cooks and servers.

13% increase in average utilization of brain-powered robots in retail locations.

Remote working will persist in the future and offer **positive opportunities**.



Appreciation for Normal Life

1/3 of consumers promise to reappraise the things they value most without taking certain things for granted.