



# How Coronavirus will be a catalyst for virtualizing brand relationship building

Based on insights from a survey of 2,000 American consumers



A survey ran by leading global retail tech company.



# About the 2,000 US consumer survey



Coronavirus has changed the world as we know it. Many stores have had to **close shop**, causing mass **job losses** and **economic downturns**. Even those that remain open have had to adapt to new ways of operating.

With **key scientific discoveries yet to be made**, nobody knows how long the necessary social distancing measures of the pandemic will continue for.

Retailers will need to find a **new ways to serve** their customers that prioritize their health. Doing so will ensure **stores can stay open**, **jobs stay intact** and **spend continues** in the economy.

To help retailers to **navigate** this **challenging period**, we surveyed 2,000 US consumers to understand: which stores they were **avoiding** during the Covid-19 outbreak, how they plan to use **BOPIS** and which retailers they want **virtual service** from by phone or video



## Qudini's survey of 2,000 American consumers shows that customers want virtual service from every type of retailer during Covid-19

- Half (53%) of consumers want 'essential' retailers (banks, pharmacies & grocery stores) to provide virtual service by phone, and a fifth (18%) by video.
- For all other retail types, 18% want virtual service by phone and 11% by video.
- Across all types of retailers, younger generations are more than twice (117%) as likely to want video service from brands than Baby Boomers. They are equally likely to want virtual service by phone.
- It's likely this interest in virtual service goes beyond the Covid-19 outbreak and that today could be a catalyst for virtualizing personalized brand relationships.

% of typical customers wanting virtual service by phone and video by type of retailer



### What this suggests for retail during Covid-19



Brand relationships should be built online by phone and video one-to-one service and events that engage and educate.

### What offering virtual service would mean to a retailer now and in the future:



Improved online sales and customer loyalty, while using the opportunity to understand future potential of virtual online service within the business.

### What this would mean to the economy:



Greater employment with remote advisors working to advise customers at home, leading to increased online spend and an improved economy.

### How the Qudini software helps

Use Qudini Online Appointment Scheduling and Event Booking software to build relationships online by enabling customers to easily book online appointments and events for virtual service by phone or video.



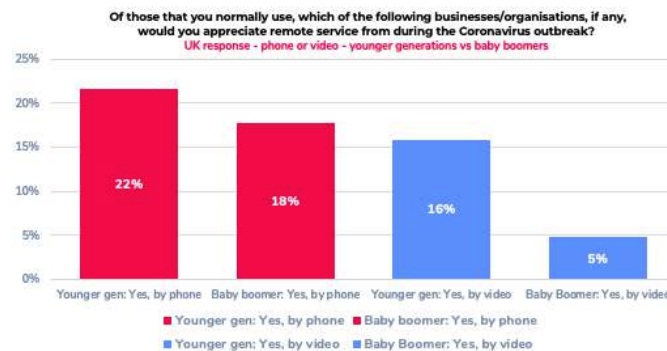


## Our insights in more detail



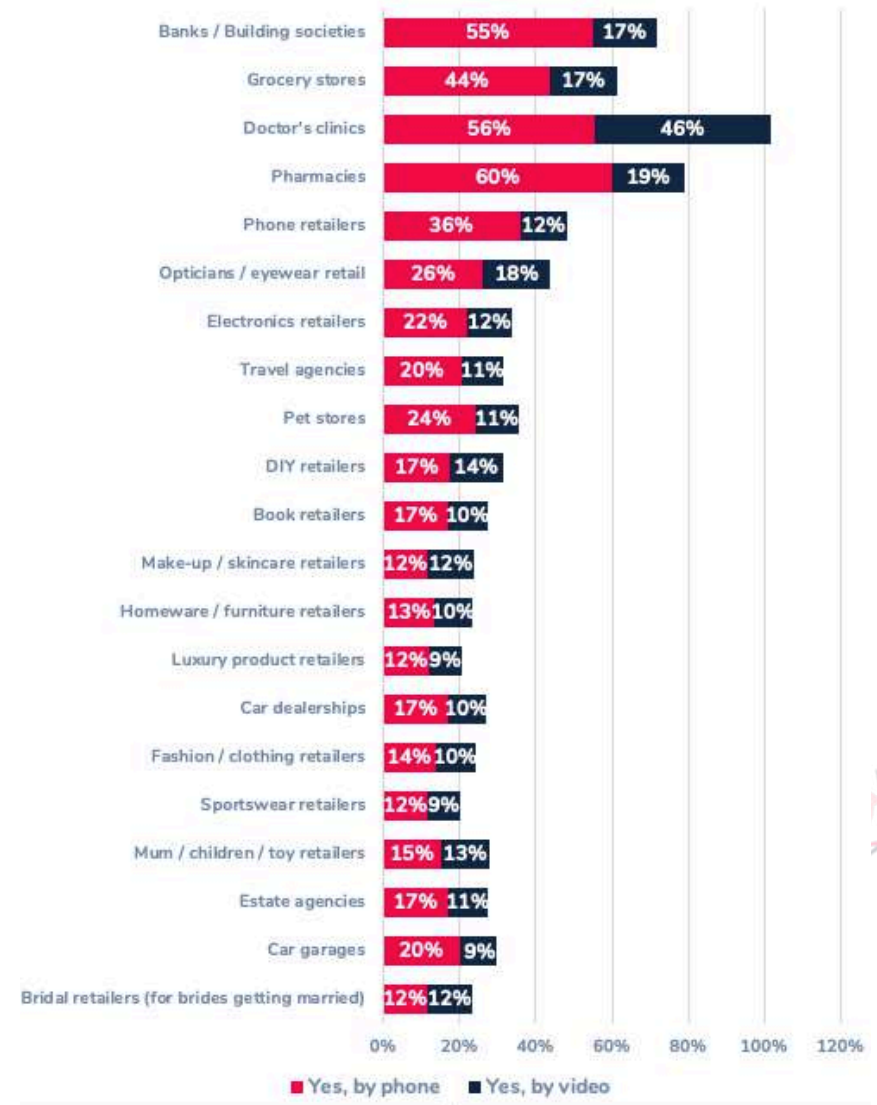
# US consumers want virtual service by phone or video from every type of retailer

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- Across all types of retailers, younger generations are 117% more likely to want video service from brands than their Baby Boomer counterparts.



Of those that you normally use, which of the following businesses/organisations, if any, would you appreciate remote service from during the Coronavirus outbreak?

USA response - All retailers & doctors

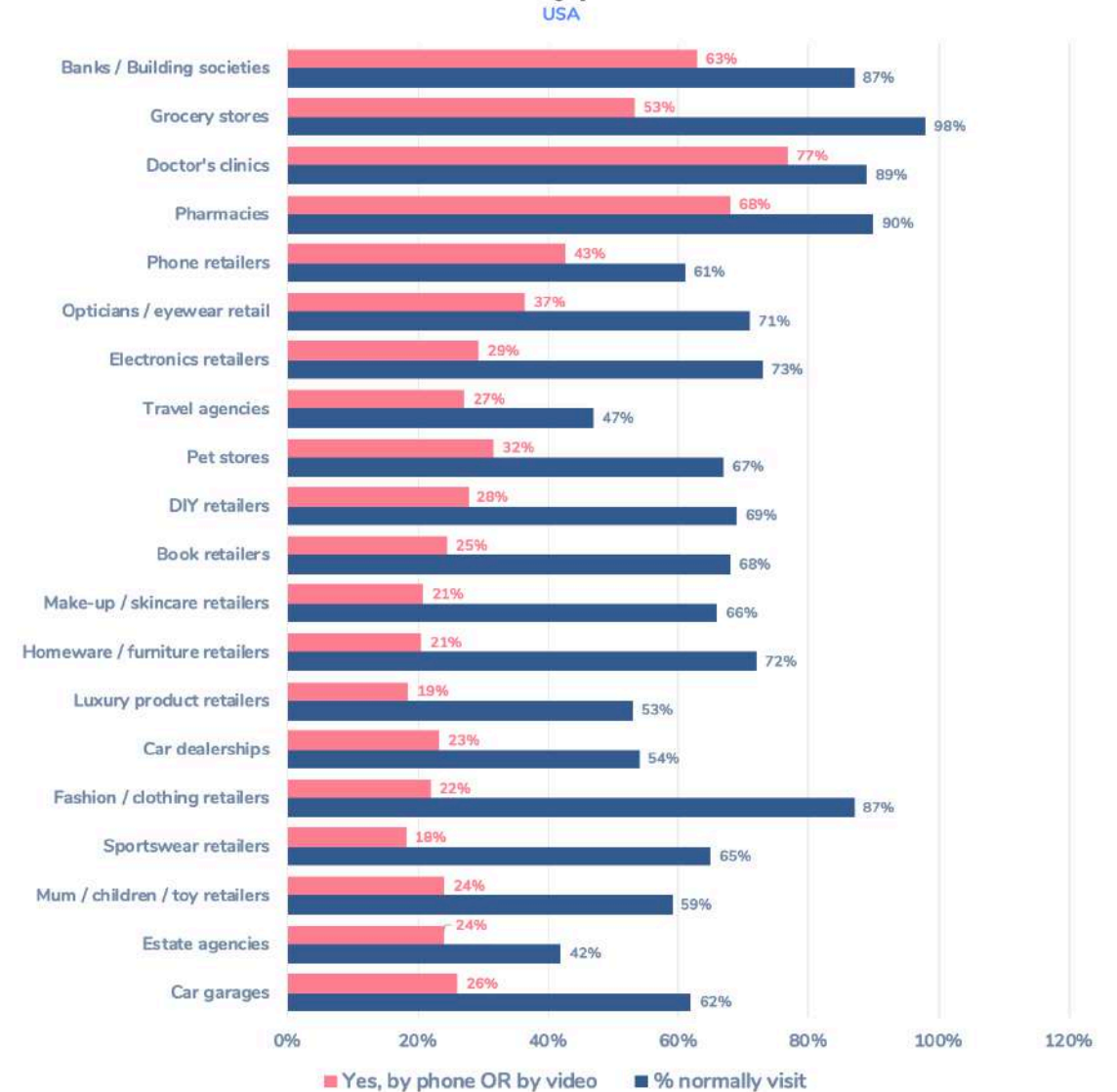


# US consumers want virtual service by phone or video from every type of retailer

- There is a **correlation** between the type of retailers that customers are more likely to **want virtual service** from and those that they would be **more likely to visit outside** of the **Coronavirus**.



Customers that normally visit stores vs those who want virtual service by phone or video



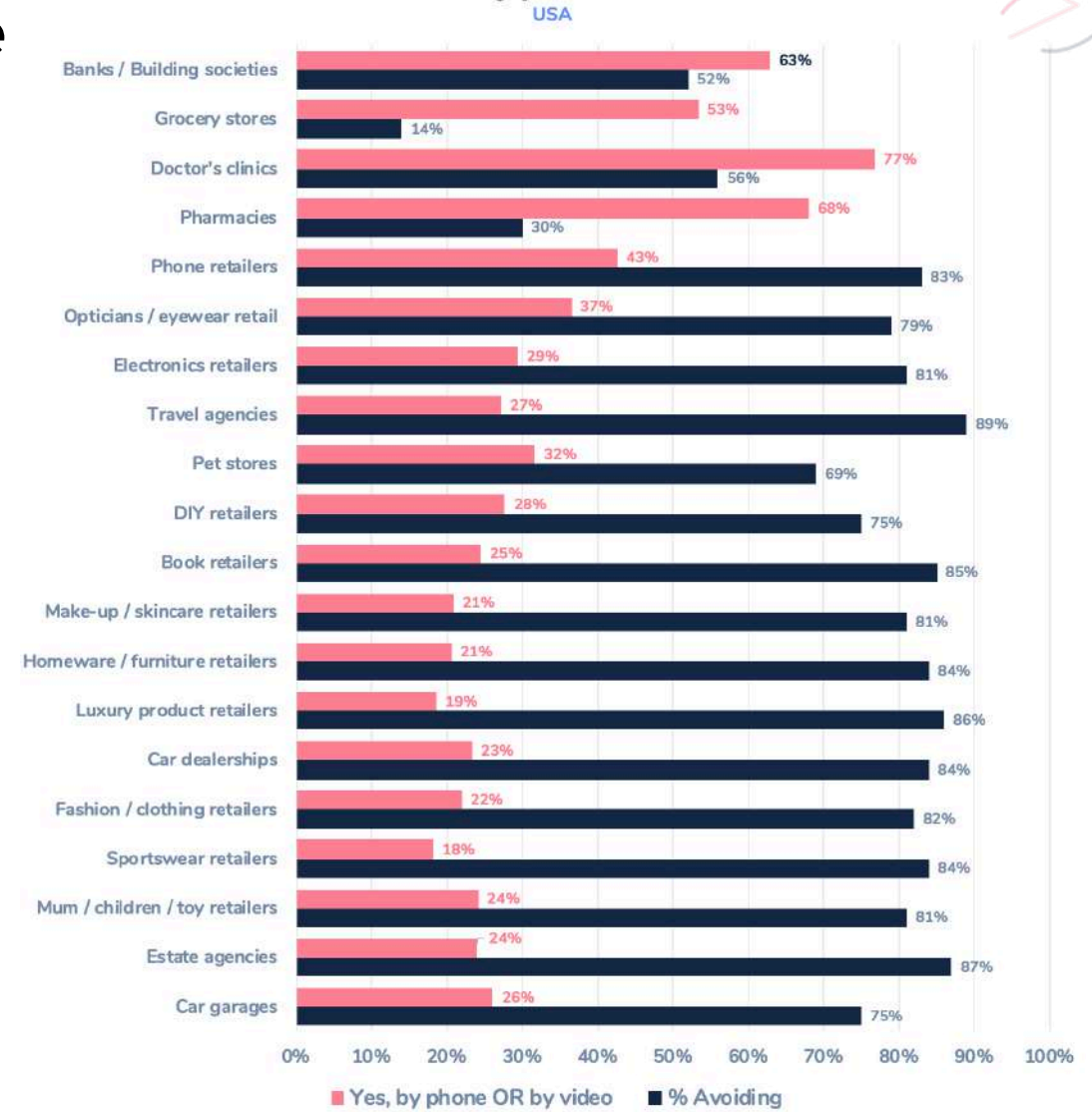


# US consumers want virtual service by phone or video from every type of retailer

- Overall, customers **want virtual service more** from the retail types that they are also finding it least possible to avoid.
- For **all other retail types** there is **less correlation** between the percentage of customers that were **avoiding** them in the weeks prior to lockdown and those that **want virtual service** by phone or video. This suggests that the need for virtual service is **more contextual** to the virtual service potential and the **demographics** of the individual industry.



Customers avoiding stores vs those who want virtual service by phone or video



## Key Finding 3: Customers want virtual service by phone or video from every type of retailer



**53%** Want virtual service from essential retailers

**32%** Want virtual service from all other retailers

Across every type of retailer **12%** of people want virtual service by **video**.

## Conclusion: What this indicates for retail in the Coronavirus era:

Customer **relationships should be built online**.

The avid interest in virtual service from **younger demographics** also suggests this interest **extends beyond** the outbreak and that **Covid-19** could act as a **catalyst** for a new omnichannel world where personalised interactions happen more frequently online.

## Getting this right would enable a retailer to:

- Increase **online sales**.
- Build customer **loyalty** and advocacy.
- **Stand out** amongst competitors.
- Understand the **future growth potential** of online virtual service for your brand.

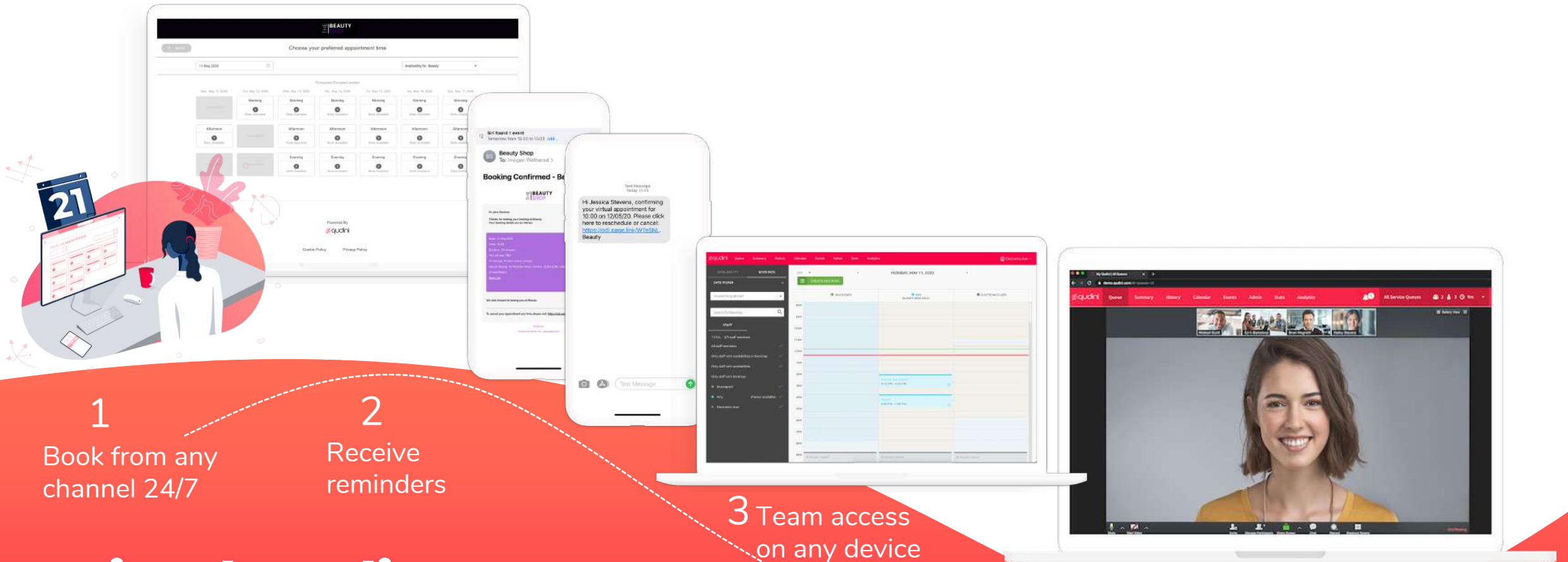
## Solutions:

Retailers are taking their personalised **one-to-one services** and **events online** and using software to make these easy to access and book.





# Take your one-to-one services online with...



1  
Book from any  
channel 24/7

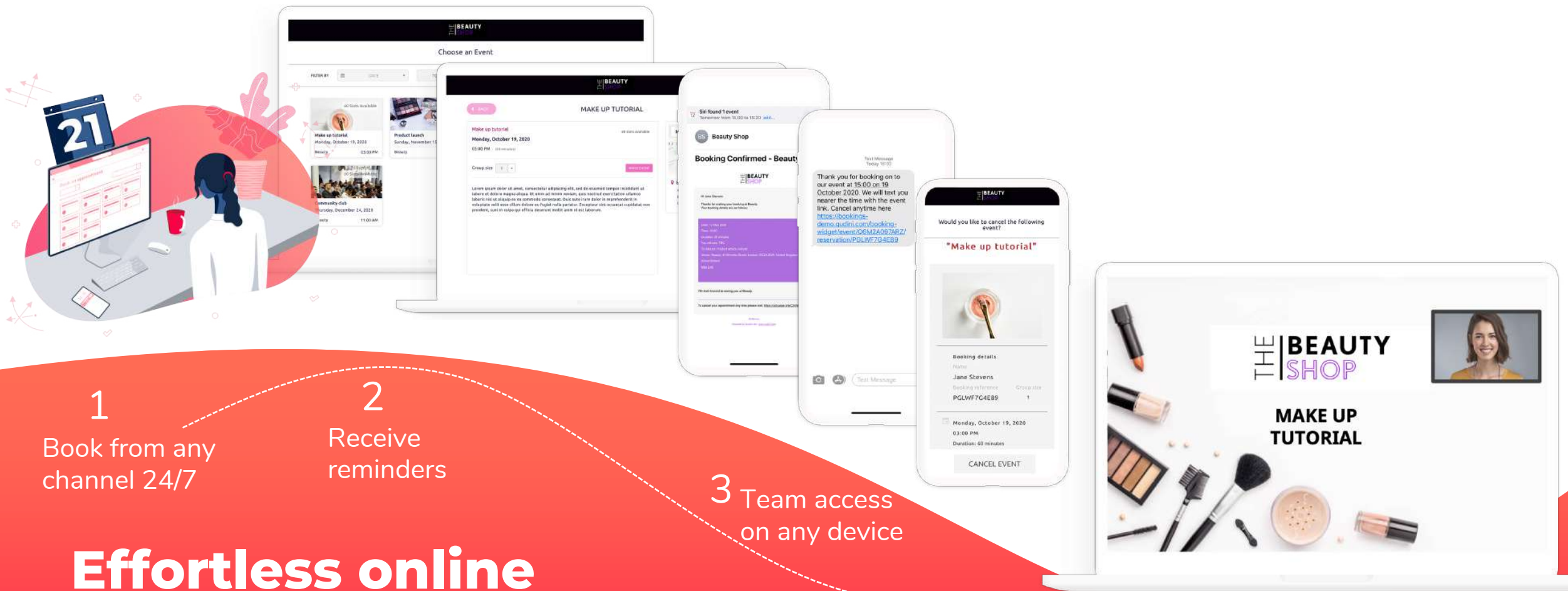
2  
Receive  
reminders

3  
Team access  
on any device

4  
Connect by video  
conference at start time

## Simple online appointment booking .

# Take your brand events online with..



1  
Book from any  
channel 24/7

2  
Receive  
reminders

3  
Team access  
on any device

4  
Connect by webinar  
URL link at start time

## Effortless online event booking.

# About Qudini

## Our Retail Choreography suite



Appointment  
Scheduling



Virtual  
Queuing



Event  
Management



Task  
Management



## Powers leading global brands

**SAMSUNG**

**TESCO**

**NatWest**

**Specsavers**

**NHS**

**Standard Chartered**

*Telefonica*

**O<sub>2</sub>**

**L'OCCITANE**  
EN PROVENCE

**verizon**

**airtel**

**virgin**care

**Dixons Carphone**

**Sainsbury's**

**BROWN THOMAS**

**Ulster Bank**





**Thank you**



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