Your customers are the key to long-term commercial resilience. The way they think, behave and experience the world has changed significantly. Get to know your ‘New Customer’ who is more relationship and recognition focused.

The New Customer is re-writing previously established rules of how your business operates.

89% of customers have already changed the way they interact with at least one sector.

48% would rate the resulting experience as better in at least one sector.

47% of those who had a better experience will keep dealing with a business the same way, post-crisis.

The New Customer is becoming more altruistic, prioritising community and integrity. They are less focused on deals and profits...

High Rating  Low Rating

Protect employees' salaries and jobs
Support government efforts on COVID-19
Provide high quality customer support
Communicate frequently to us
Provide special offers and promotions
Support local communities and helping people
Support key workers
Provide options for us to reduce spend or delay bills
Protect balance sheet and pay shareholders

The New Customer is becoming more familiar with self-serve, drawing on both established tools and the knowledge of others...

Future thinking business should seek to identify the self-serve and digital service channels that are creating positive experiences and embed these for the long-term, creating a win-win for the business and consumer.

A good experience means post-COVID-19, customers may embrace new channels permanently.

90% of customer behaviour has changed since the pandemic. Where should businesses focus their efforts?

Prioritise doing social good, as well as delivering service basics.

Focus operational investments on self-service infrastructure and digital platforms.

Lock cost savings in by ensuring your experience meets customer expectations.

Focus on journeys and priorities that will make an immediate difference.

Want to learn more? Please contact us for more details.

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Survey insights collected in association with Dynata

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