



Customer Experience in a disruptive environment

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Social distancing impacts Consumer's wishes in post lockdown

Our everyday life will be radically impacted in the post Covid-19 world



New purchasing basket mix

Hygiene products at the top of our preferences.

Greater interest in **packaged and canned products** rather than easily perishable fresh products, such as fruit and vegetables



More Products & Retailers online

Online retailers are experiencing an extraordinary growth.

Consumers will shift more and more their purchasing on the **online channel**.

Be online will be an **imperative** for all retailers



Entertainment revolution

Sports, theatres, museums will have to reimage the interaction their audience and visitors **reinventing the entertainment experience**

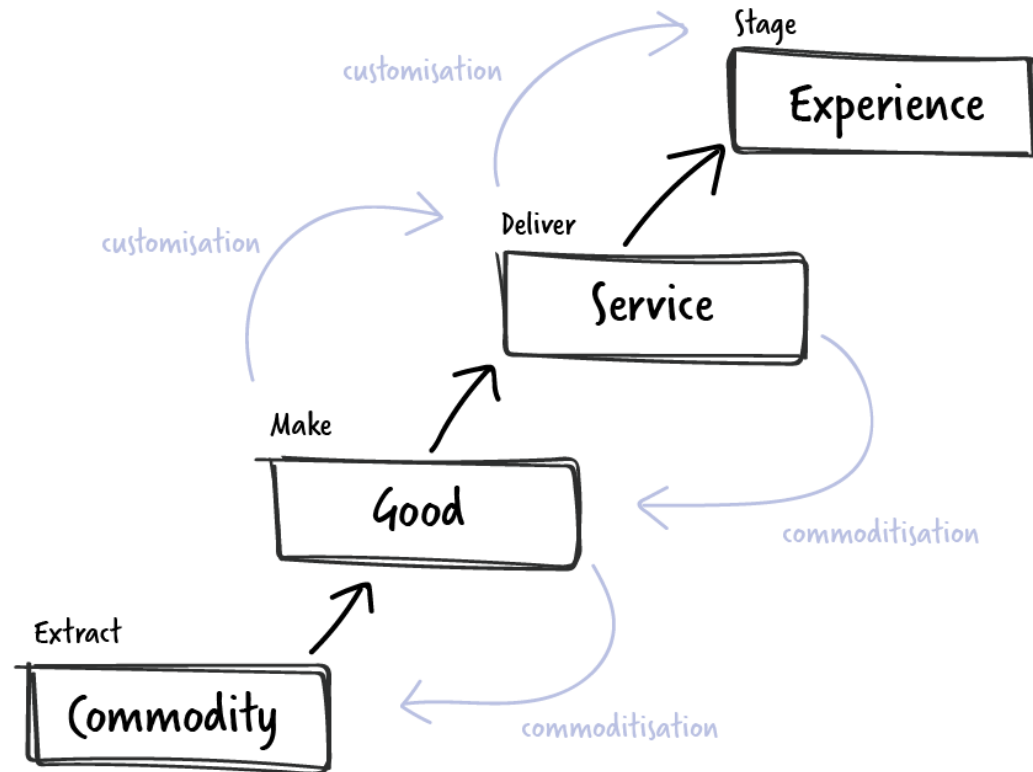


Distant Learning & Working

Several new platforms for **distance learning** have been implemented.

"Smart working" is now the new normal. In the future, working and learning habits will evolve thanks to the "lockdown" experience

From Experience Economy



Source: The Experience Economy, Book by B. Joseph Pine II and James H. Gilmore

Social distancing

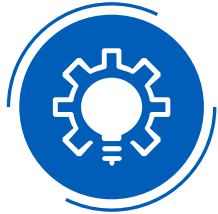
...to Social distancing Economy



Source: Anastasios Pantos

Understand your multi dimensional customer: the Five My's

My motivation



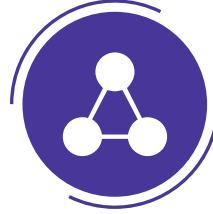
Motivational characteristics that drive behaviors and expectations

My attention



The ways your customers direct their attention and focus

My connection



How customers connect to devices, information, and each other

My watch



How customers balance constraints of time and how they change across life events

My wallet



How customers adjust their share of wallet across life events

Source: Customer Insights Program, KPMG International

Responding to the situation...

Across the world, COVID-19 is affecting different people in different ways – from those working from home for the first time, to parents entertaining and educating their children 24/7 or just saying goodbye to that much-needed holiday. Organizations in all sectors are innovating at pace to respond to the changing needs of their customers.

We believe that to be successful, organizations must:



Have future-sight; they must flex and adapt to this rapidly changing situation, combining intelligent insight with technology and vision.



Be everyone-centric; walk in customers' shoes to understand what they need and where. And be prepared to be flexible to the needs of different groups.



Be human; keep the language simple to explain what we are doing, why and the benefits to customers. Providing clear and ongoing communication is vital in a crisis.



Listen and respond; continually monitor the situation and the response of customers to measure your success. If it's not working, change it.



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