

Looking beyond: understanding new customer behaviors

Date + time: 5/20, 1pm

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LP: <https://go.contentsquare.com/adapting-chapter-3>

FULL PRESENTATION [is here.](#)

Recording available after registration.



Agenda

- 1. Trends in eCommerce:**
impact of Covid-19 on digital customer behavior
- 2. Best practices we have observed:**
whether your sector's digital business is booming,
in recovery or still struggling (in 3 parts)



1. The State of eCommerce:

impact of Covid-19 on customer behavior

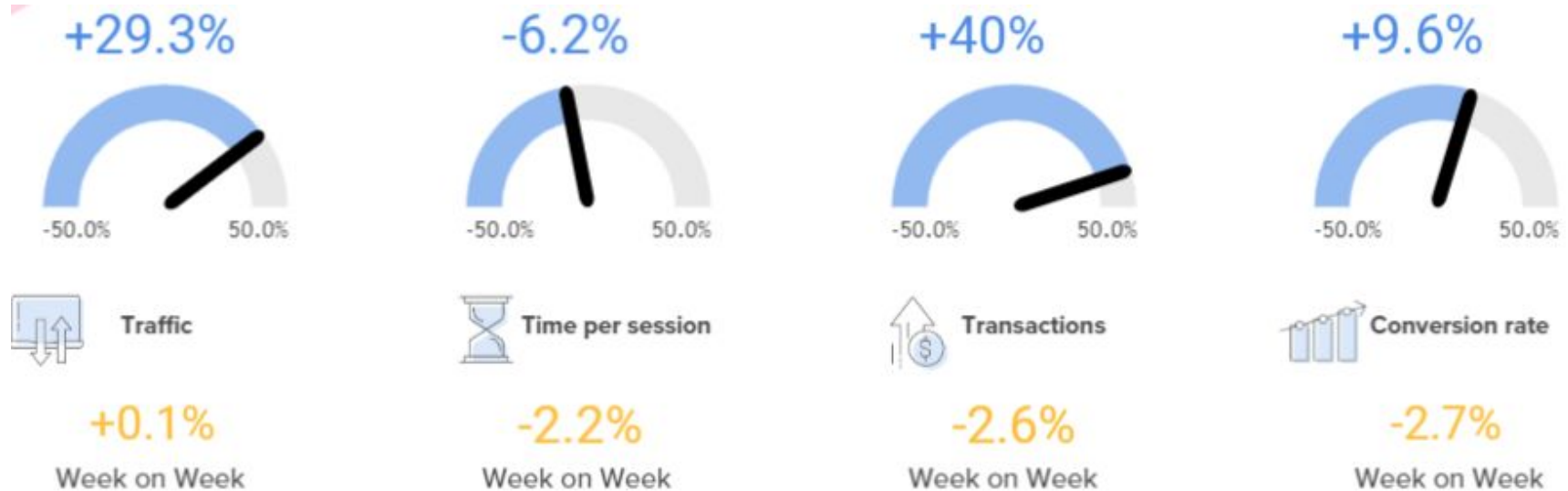
What this section is about:

Our weekly roundup of data on the impact of the Coronavirus on eComm behaviors around the world and across industries.

Narrative is: relaxed restrictions and reopenings in some regions of the world have led to a slight stalling of eComm growth observed across industries globally.

For industry/country deep dives, check out [the hub](#).

Overall dashboard for week ending 5/17



- **A week of consolidation:** Like last week, flat traffic but slight drop in engagement and purchase: consumers entering in new phase of re-opening
- **Transactions still remain high at +40% vs pre-crisis despite re-opening**

2. Connecting with customers if your sector is booming

What this section is about:

Examples of brands successfully meeting the surge in online demand, and innovating new solutions to meet customer challenges.

Our experience checklist:

- Be upfront and clear
- Reduce frustration
- Corporate social responsibility
- Manage your supply chain
- Be prepared to scale fast

3. Engaging with customers if your digital activity is flatlining

What this section is about:

Examples of brands leveraging technology to solve new customer struggles and adapt their offering to meet new expectations.

Our experience checklist:

- Refocus your offering
- Empathetic merchandising
- Bolster your campaign strategy
- Introduce new services
- Agility, lots of it



4. Keeping customer relationships active if your sector is hurting

What this section is about:

Some brands have understood they need to reinvent to survive. This section lists examples of businesses that are really adding value for their customers outside of their normal range of services.

Our experience checklist:

- Focus on comms strategy
- Focus on the long term
- Invest in your digital strategy
- Reinvent yourself
- Show up for customers



5. Digital Transformation, Accelerated:

the need for agility in experience building today

The current situation has fast-tracked digital acceleration and reshaped digital customer behaviors — which of these are temporary adjustments and which will stick?

Key pillars of agility:

- Zero-Waste Data + unique, granular metrics
- Greater customer proximity = D2C approach
- Intent-based personalization
- Team empowerment / data democratization
- Balance of troubleshooting + innovation

