

# COVID-19'S DIGITAL REVOLUTION

Customer experience and the challenges associated with delivering a great one have taken on a whole new dimension during the Coronavirus pandemic, with many brands being forced to pick up the pace of their digital transformation strategies. But the brands who have been able to take this time to adapt, innovate and respond to changing consumer needs and demands, will build stronger relationships that will last to the end of the pandemic and beyond. Wondering about the true impact of Covid-19's digital revolution? Read on to find out and learn why taking a digital-first approach could benefit your organisation...

## THE CASE FOR A DIGITAL-FIRST STRATEGY



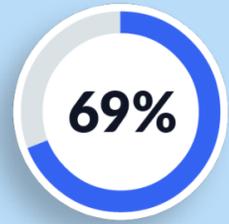
Digital-first companies are 64% more likely to achieve their business goals than their peers.

Forbes



Research shows that 63% of millennials now begin their Customer Service Journey Online.

Microsoft



69% of digital experience professionals report that digital customer experience is now more important to their customers because of COVID-19.

fullstory

## THE POWER OF SOCIAL MEDIA DURING COVID-19



According to the Global web index, 48% of consumers from the United Kingdom and the United States reportedly use Social Media as their primary source for keeping up to date with world events.



Significant updates on the pandemic have broken on Social Media long before main stream media, with the crisis in Italy and the Global economic down turn trending on Twitter ahead of hitting the main stream media, with hashtags including #stockmarketcrash2020.



The UK Government and health organisations have also recognised the importance of Social Media to manage the crisis, strategically using Social Media to share key messages, while the World Health Organisation signed up to TikTok to reach a wider audience.



The virality of Social Media was also brilliantly displayed by the success of the 'Clap for Carers' campaign in the United Kingdom in celebration of the National Health Service, which many don't realise was initiated by an individual on Instagram.



Orlo customers also spent 33% more time Year-on-Year on the platform in August 2020. We saw outbound messages soar, with a 60% increase, and inbound messages following suit, with a 20% increase.

## COVID-19'S IMPACT ON TRAVEL & TRANSPORT



Pre-Covid, demand for rail had increased faster than any other transport mode in the last 20 years, up by 56%.

Department for Transport



Tourism made up 10% of global GDP in 2019 and was worth almost \$9 trillion, making the sector nearly three times larger than agriculture.

McKinsey & Company



The Transport sector focus has moved from keeping us moving, to maintaining a core infrastructure with skeleton workforce to keep freight & key workers moving.

Deloitte.