customer experience

EXPERIENCE 2030: HAS COVID-19 CREATED A NEW KIND OF CUSTOMER?

SAS research reveals customers losing patience with companies offering poor customer service

1

Cheap prices are losing their appeal • • • •

Customers will pay more money to organisations that provide a good customer experience



of customers would pay more to buy/use products and services from businesses that provided them with a good customer experience during COVID-19

2

All or nothing

Customers want more from the customer experience and, if they don't get it, they'll take their business elsewhere



34%

of customers would ditch businesses after just one poor experience



27%

of customers place high value on customer support



32%

believe it is essential for companies to behave responsibly



22%

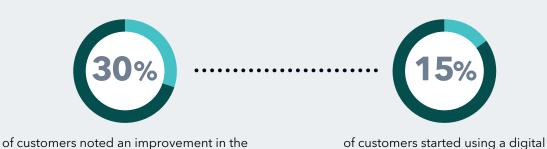
believe that personalised offers are essential



3

A platform to build from

Some improvements in the customer experience over lockdown and a new pool of digital customers gives business opportunity



customer experience over lockdown

service/app for the first time since lockdown



of customers who started using a digital service/app for the first time intend to keep using it moving forward

The emergence of a new normal has brought with it new customer concerns and demands. Businesses must adapt to this quickly by offering a broader and more personalised customer experience. The consequences of failure are costly.

In the wake of COVID-19, SAS wanted to discover how attitudes have changed and if businesses had made progress in

developing their customer experiences.

Read the full report EXPERIENCE 2030: HAS COVID-19 CREATED A NEW KIND OF CUSTOMER?

Download it at

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