

Survey

Are you offering your services online?

- No, we are not offering our services online
- We are offering our services partially online
- We are offering our services completely online

How has your productivity been affected since you started working remotely?

- My productivity has increased
- My productivity has not been affected
- My productivity has decreased

The Pandemic's Effect on Customer & Employee Experience

A HappyOrNot® Survey



Introduction

As an experience management company our primary objective is to help businesses measure and improve the experiences they provide to their customers and employees. We wanted a better understanding of the effect the pandemic and resulting lock down was having on our clients, partners and business in general.

Hence, this survey was developed by our global marketing team and distributed to more than 4,000 clients, partners and related businesses globally.

The survey served to examine:

- How companies felt they were delivering on the customer experience
- Preparedness for an at-home workforce and its effect on productivity
- Impact to their business given this sudden forced shift in strategy

Additionally, we will share some of HappyOrNot proprietary experience data for comparison and to add additional insights.



“People’s values and priorities evolve during times of disruption. It is critical to have inclusive listening posts where customers and employees can share their voice. Companies must continuously listen and adapt decision-making, process and strategy based on these new learnings because people will be attracted to do business with the brands who show they understand them the best.”

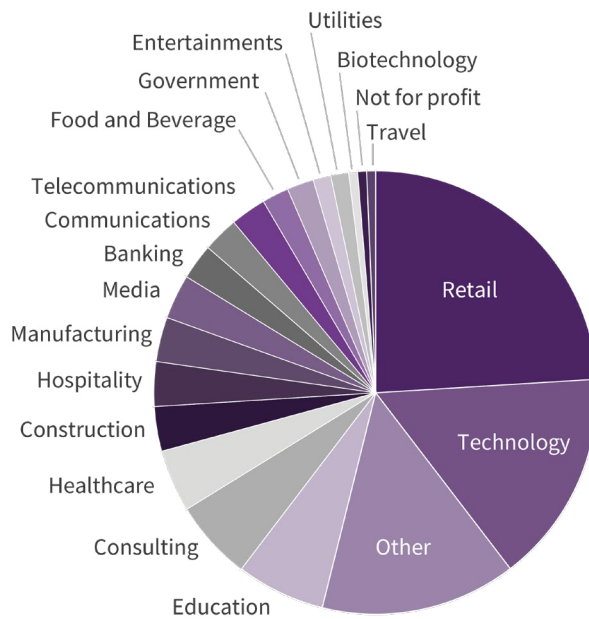
Sarah Hitt, Certified Customer Experience Expert
HappyOrNot

Audience Composition

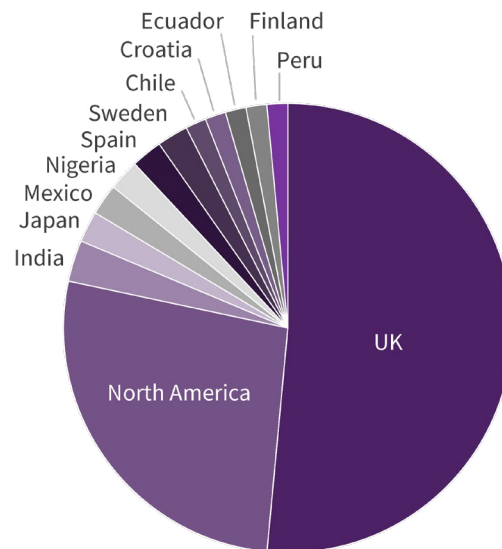
The survey was sourced globally. Participants included managers, directors, and C-Level, representing more than 20 industries and 13 countries.

Respondents weighed in heavily from US and Canada (“North America”) and the UK and Northern Ireland (“UK”) and in the following pages will be the focus of the results.

Industries



Countries



The survey reflects a 95% confidence level and an 8% margin error.

Business Impact

Many industries were very hard hit by Covid-19. Shutdowns have rocked the retail industry forcing some large long standing well-known big box giants into bankruptcy and others to boost their online offerings.¹

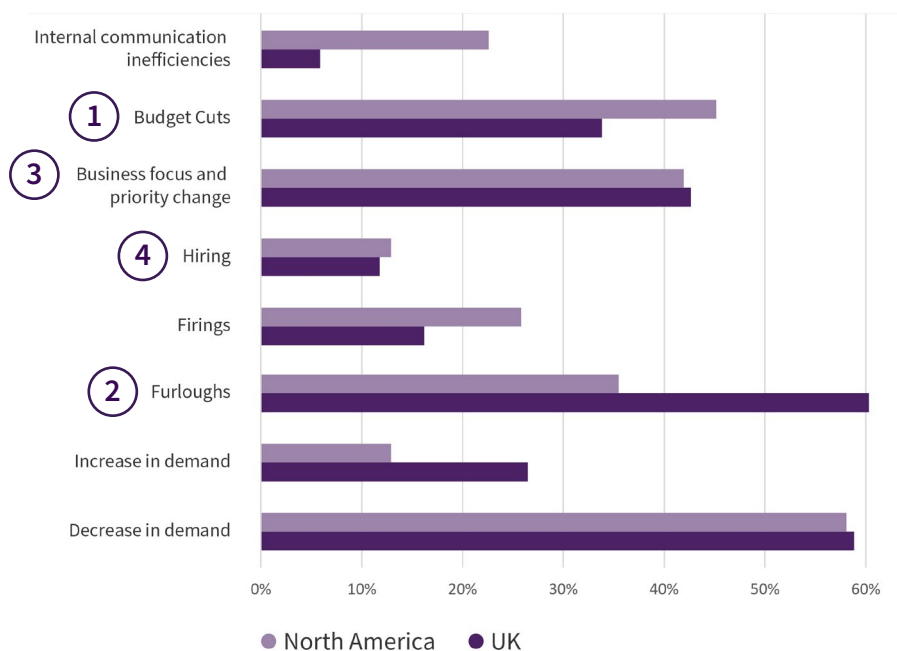
We explore the business impact in our survey: how it affected the business function in general, demand for services offered and level of service being delivered. We then compare service levels in our Happy Index* benchmarking against the same time period in previous years.

Budget cuts, Furloughs, Strategy Shifts

1. More North America companies experienced budget cuts as compared to those in UK
2. 60% of UK companies reported furloughing their workforce, while 25% of North America companies let them go
3. 40% of both North America and UK companies decided to shift their business focus and priorities
4. On a positive note, more than 10% of businesses in both North America and UK are hiring, while 25% of UK companies have seen an increase in demand for their services



How has your business has been impacted by the current situation?



¹Source: Barrons

*Happy Index: HappyOrNot's official performance index, a weighted average of the four smileys calculated based on feedbacks received across the globe

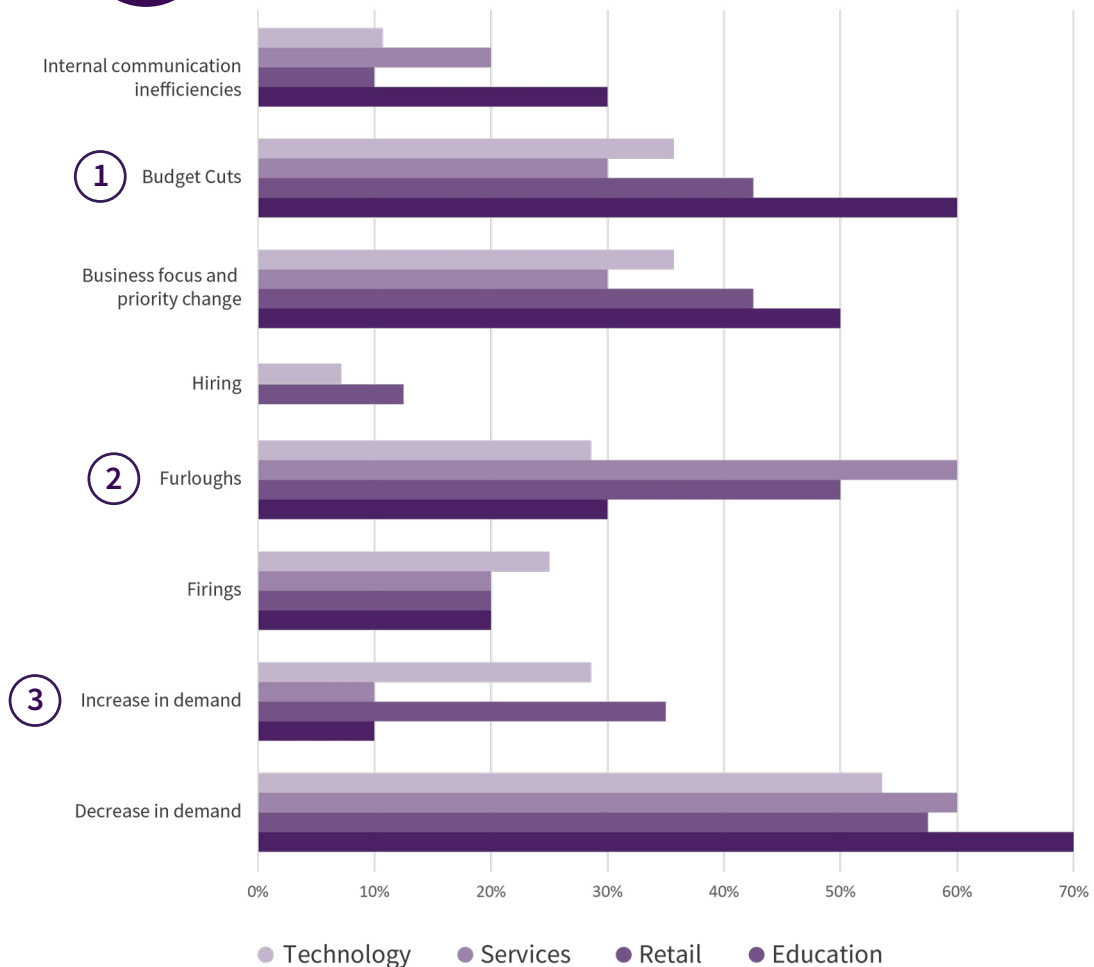
Technology & Retail Lead in Demand

COVID-19 has dramatically and suddenly shifted more customer traffic to digital channels. Consider that online sales, which increased at a 14 percent compound annual growth rate (CAGR) over the past four years, grew by 25 percent in a two-week period in March 2020—led by grocery purchases. The profound impact of the pandemic on consumer shopping habits has increased the urgency for retailers to expand their digital presence quickly.²

1. All industries suffered due to decrease in demand, while Education had the highest impact on Budget Cuts most likely as schools at all levels were ordered closed
2. Services and Retail had the highest rate of Furloughs
3. Technology and Retail were the only ones to hire and also experienced a notable increase in demand. This is most likely to support grocery and e-commerce growth



How specifically industries have been affected?



²Source: McKinsey

Customers Shift Attention to Online Offerings

With the government issued stay-at-home orders in place, just about all business were forced to serve customers online.

Through the survey, we discovered that more than 50% of companies were already providing at least some services to their customers online. This helped to keep a revenue stream flowing as companies tried to ramp up for unexpected demand in this channel.

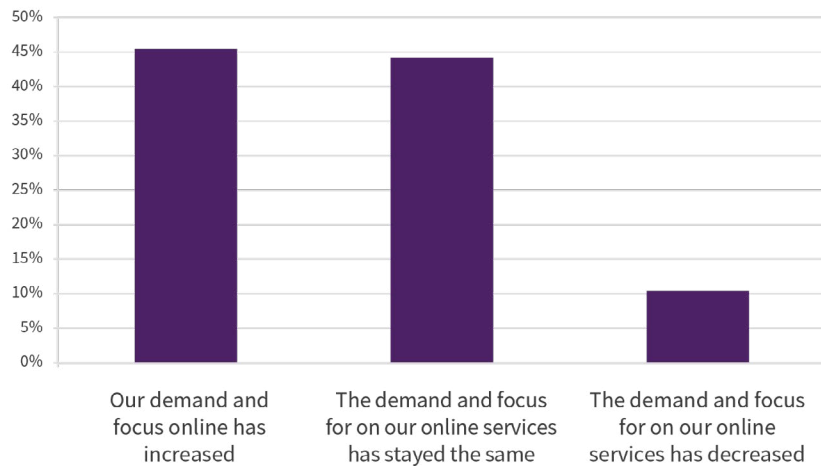
Reflected in the second chart is that 45% of companies have seen an increase in demand for online services.



Are you offering your services online?



Have you noticed an increase in demand to your online services?



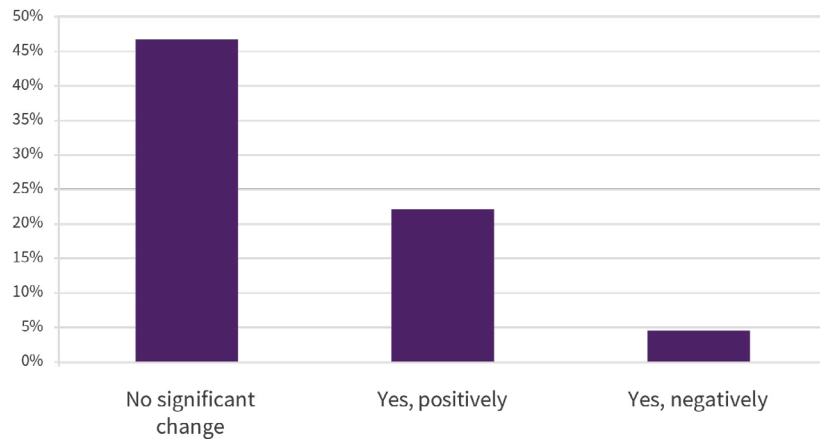
Customer Satisfaction Levels Remain Constant

Companies having had to reduce their staff, and, in some cases, offerings feel they are under delivering when it comes to customer service, yet customers are more tolerant and forgiving during this time. There seems to be no significant influence on customer satisfaction or that remote working has had a negative impact on delivered experiences.

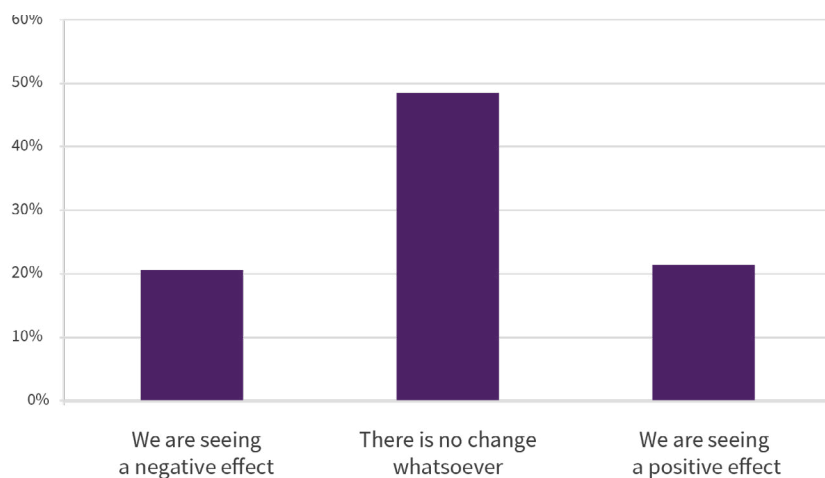
According to **Deloitte**, during COVID-19 customers are more accepting of lesser levels of service and most people have adopted the attitude “we’re in this together”.



From the received feedback, have you seen a change in the satisfaction level?

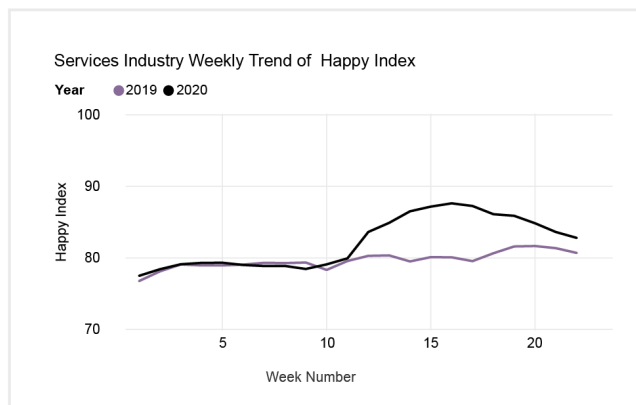
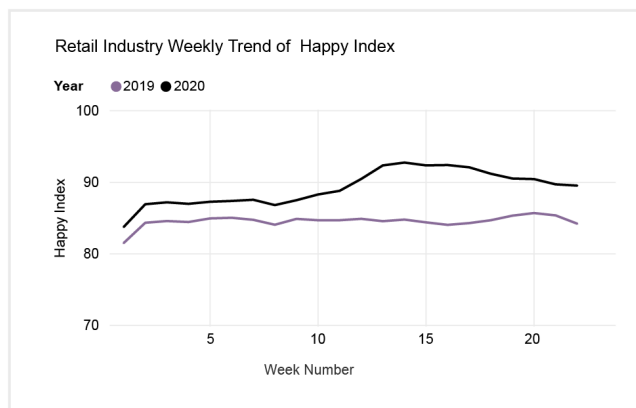
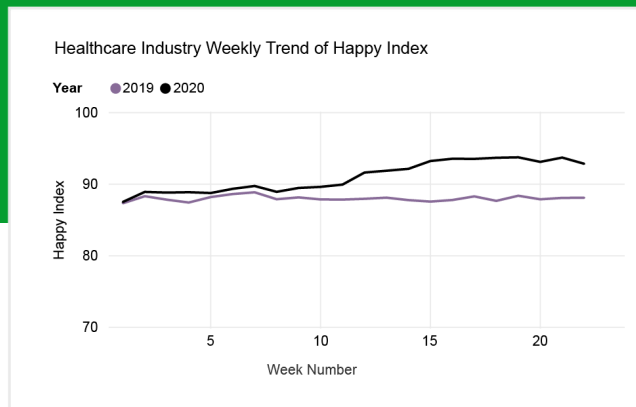


Do you feel that working remotely is influencing the customer experience being delivered?



HappyOrNot Findings

When looking at the results of HappyOrNot feedback collected globally, our data aligns with the “we’re in this together” sentiment. Healthcare and Retail Industries have had the greatest improvement in customer satisfaction ratings every week in 2020, even as compared to 2019.



Happy Index: HappyOrNot’s official performance index, a weighted average of the four smileys calculated based on feedbacks received from across the globe.

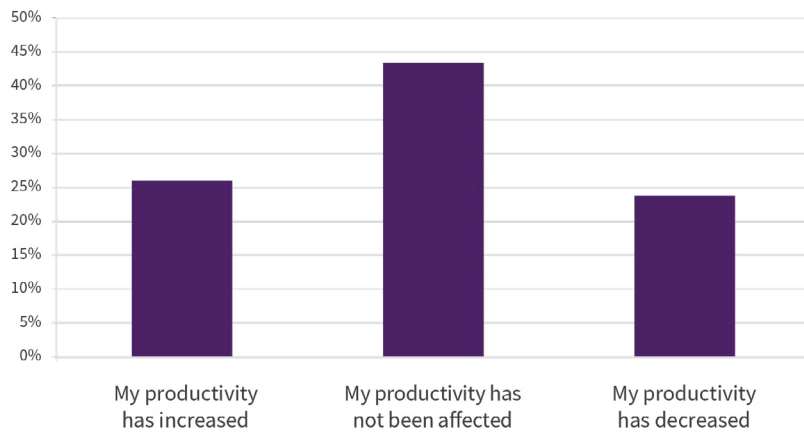
Increased Productivity

In a recent report, **Forbes** stated that working from home can boost employee productivity, improve work/life balance, and foster better mental health (not to mention reduce pollution from commuters).

When survey participants were asked about their level of productivity working from home, results revealed that almost 26% of respondents reported increased productivity, 43.51% produced at the same level of output and less than 25% had a decrease in their productivity.



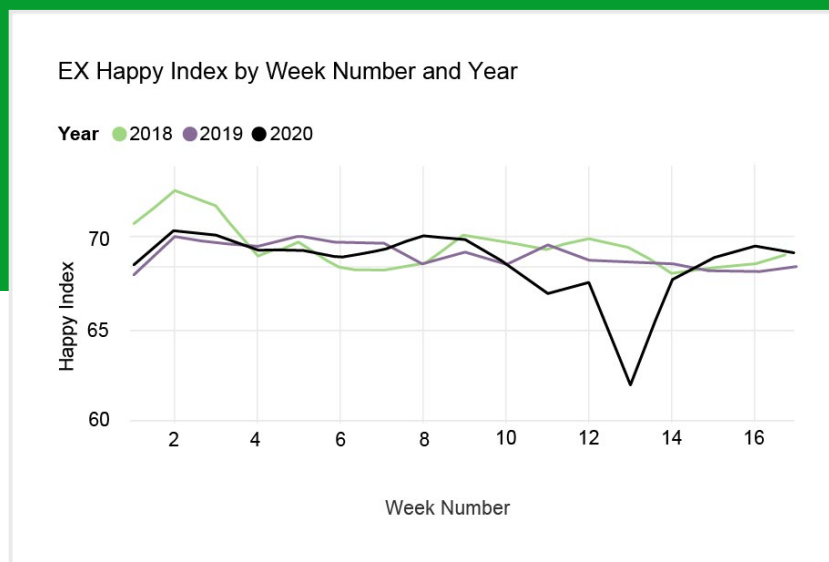
How has your productivity been affected since you started working remotely?



HappyOrNot Findings

Pre-pandemic working remotely was a privilege and now, for most white-collar business professionals it is the new normal. We have seen that productivity for the most part is either up or has stayed at the same level. It is very important for companies to monitor their employee sentiment as well as that of their customers.

Our HappyOrNot Happy Index shows that employee satisfaction remained fairly consistent for three years leading up to weeks 11-13 of 2020, when the majority of stay-at-home orders were issued and employees were sent to work from home. Week 14 indicates a return to typical levels as workers appear to settle into their new surroundings.



Happy Index: HappyOrNot's official performance index, a weighted average of the four smileys calculated based on feedbacks received from across the globe.

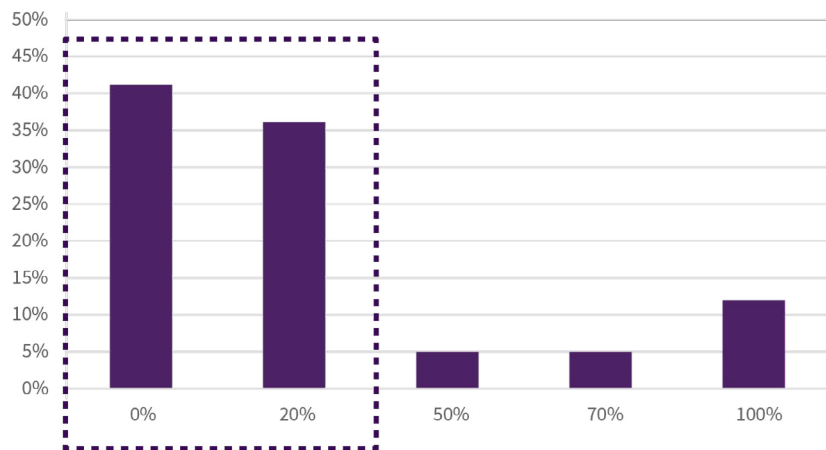
Remote Working - The Experiment

NPR notes that the Pandemic has created a huge, unplanned social experiment that suddenly transported the white-collar workplace from cubicles and offices to kitchens and spare bedrooms. The companies we surveyed reported that 20% or less of their staff were working remote prior to the start of the Pandemic.

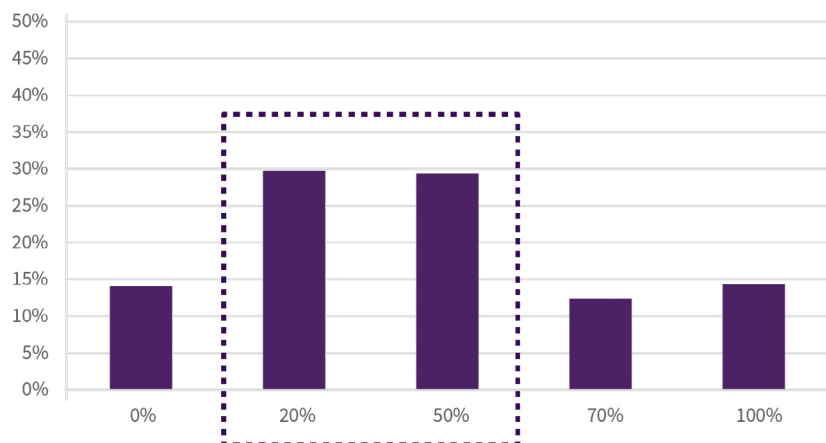
A recent **Gartner** HR Survey reveals 41% of employees will likely work remotely at least some of the time post Pandemic. Globally, our survey responders predict a 20-30% increase in the number of employees that will work remote.



What percentage of your company's staff was previously working remotely?



What percentage of your company's staff are you expecting to continue to work remotely moving forward?



Key take-aways



Different countries adopt different measures (furloughs vs layoffs) to adapt to reduction in revenue and an uncertain future.



Technology and Retail industries continued sourcing new hires to keep up with demands of significant, unplanned shifts in strategies.



Customers have been more understanding and accepting of service levels.



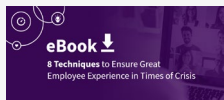
For the most part, employees sent to work from home find they are 25% more productive.



Satisfaction levels for both customers and employees are currently on par with previous years' levels.

Managing Experiences has never been as Critical

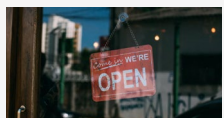
It is more important than ever for companies to monitor their customer and employee sentiment across all touchpoints. Learn how HappyOrNot can help you to benefit from an omnichannel experience management solution. Simply reach out to one of our experts today for a **free consultation**.



eBook: 8 Techniques to Ensure Great Employee Experience in Times of Crisis.



Video: An overview of HappyOrNot and how you can make every experience better.



Blog: HappyOrNot CEO shares why winning retailers deliver a consistent customer experience across channels.

HappyOrNot is the company behind the globally recognized and trusted Smiley-faced experience management solution. We enable companies to lead, succeed, and make continuous improvements with real-time, actionable, experience insights. Operating in over 135 countries, we serve 4,000 brands including JACK & JONES, San Francisco 49ers, Autogrill, and London Heathrow Airport. Visit happy-or-not.com