

Post COVID-19 changes to business strategies

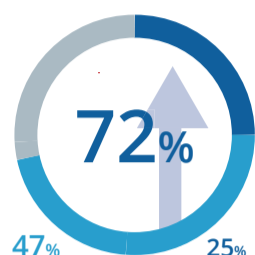
With COVID-19 causing significant disruption to B2B organizations around the world, there is no surprise that businesses have had to realign their key focuses. From our recent Pandemic Tracker, we have seen that the changes businesses are making fall into four categories. Take a look below to see whether your organization is aligned with others around the globe.



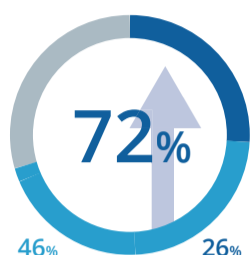
1 Insight and Understanding



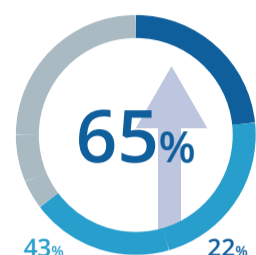
Top changes anticipated*



Conducting research with our customers to better understand what they need



Improving the data and insight we have on our customers / markets to anticipate future needs

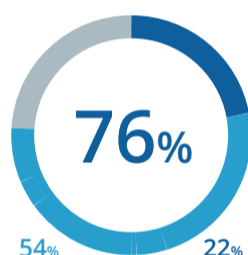


Investing in new systems to help serve customers better (e.g. CRM, ERP etc.)

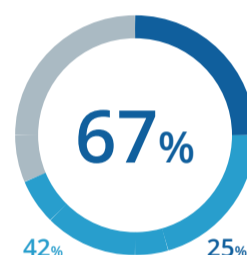
2 Acting Responsibly



Top changes anticipated*



More flexibility with customers to help them through the crisis (e.g. on payment terms etc.)

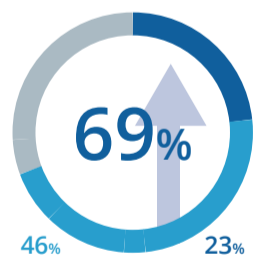


Taking a much more active role in community projects / social initiatives

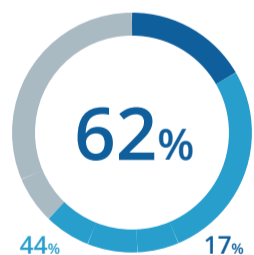
3 Developing Direct Channels



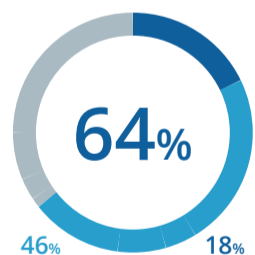
Top changes anticipated*



Increasing investment in our eCommerce / online sales capabilities



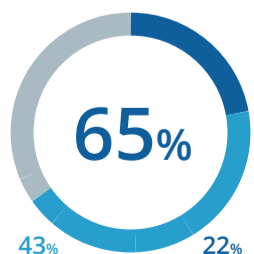
Selling more directly to customers (i.e. not through retailers / distributors)



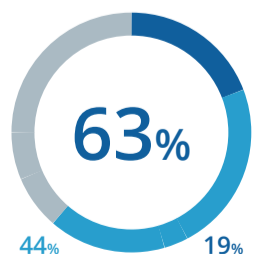
Developing / investing more in our delivery / "last mile" infrastructure

4 A Less Human Touch?

Top changes anticipated*



Making fewer face-to-face / sales visits to customers



More use of automation, self-serve machines, robots

Legend

Very likely to do this

Quite likely to do this

Higher likelihood among "boomerang" firms

**(APAC data, b2b firms only)*