Your customer’s journey during COVID-19

COVID-19 is disrupting nearly every aspect of American life, including how customers interact with your business. The road from discovery to purchase is filled with nuances that didn’t exist a year ago. Let’s walk through the main stops on the customer journey and look at the potential impact of COVID-19.

Opportunity:
Is the point when your potential customer has a need they could help with.

COVID-19 effect:
Since COVID-19 is causing lifestyle changes, these wants and needs may be different.

Ask yourself: Have you thought about how COVID-19 has impacted the value you can offer customers?

Discovery:
Is when someone learns about your business for the first time. It’s important to clearly demonstrate how what you do can help them.

COVID-19 effect:
Changing habits means customers are more likely to try new brands. Companies that rely on foot traffic may need to explore new strategies.

Ask yourself: Have you evaluated whether your marketing efforts still encourage more people to try out your business?

Consideration:
Is when a customer has learned about a product or service and is thinking about making a purchase.

COVID-19 effect:
Customers who are worried about the virus and the economy may be more likely to focus on safety precautions and price when considering a purchase.

Ask yourself: Have you explained the safety precautions you’re taking to protect customers?

Buy:
Is the point in the journey when your potential customer becomes an actual customer.

COVID-19 effect:
Touch-free purchasing can help your customers feel more at ease.

Customer preference for contactless payments is up 20%.

Ask yourself: Are you thinking beyond checkout and sanitizing deliveries and returns?

Experience:
Refers to how a customer feels about their interaction with you. A good experience can build a bond between you and the customer and may even turn them into an advocate.

COVID-19 effect:
Supporting customers who may feel vulnerable or uncertain can jump-start a great relationship.

Ask yourself: Are you responding promptly?

Learn more about how COVID-19 affects your customers’ journey.

1 Consumer sentiment evolves as the next “normal” approaches, McKinsey, May 2020
2 Brand loyalty declines amid COVID-19, Convenience.org, citing study by AlixPartners, April 2020
3 Consumer Spending Pullback Similar to 2009-2019, Gallup Poll, May 2020
4,5 Adapting Customer Experience in the Time of Coronavirus, McKinsey, April 2020

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