COVID-19 Survey; Financial Impact and Strategizing for the Future

Estimated recovery time for respondents’ business

- 40% COVID-19 has had no effect on my business
- 15% Two to four months
- 15% Six months
- 18% Seven months to one year
- 10% A year or more
- 3% Too soon to answer

Change in E-Commerce business from March 23rd - April 11th, 2020?

- 24% Company doesn’t have E-Comm
- 16% It hasn’t increased
- 11% Too soon to analyze
- 27% Less than 10%
- 9% Increased by 11% - 20%
- 11% Increased by 21% - 30%
- 2% Increased by 51% - 60%
- 2% It hasn’t increased

Financial impact on business experienced from March 24th – April 11th, 2020

- 71% Negative impact
- 22% Too soon to analyze
- 6% Zero impact

38% of respondents reported negative financial impacts between 11% - 20%

Ways companies are better positioning the business externally for the future

- 57% Contacting customers more often to foster relationships
- 55% Offering ways to provide service that were not known/valued before
- 41% Evaluating services and product offerings for greater value proposition
- 39% Gleaning more actionable insights from customers
- 37% Providing specific talking points for sales teams to use with customers each week
- 29% Entering more customer content in our CRM Customer Relationship Management

45% of respondents to fast-track their digital upgrades

- 27% E-Commerce platforms
- 18% Network/Data Security
- 14% BI (Business Intelligence)
- 14% CRM (Customer Relationship Management)
- 10% ERP (Enterprise Resource Planning)
- 4% Warehouse Management
- 2% Fleet Management

Multiple responses allowed