

The Impact of COVID-19 and Digital Strategies to Support SMBs:

A Visual Guide

Capterra, who assist businesses with selecting relevant software for their needs, **recently surveyed** 503 SMB leaders and uncovered key details about responses to the current climate.



We've put together a look at the impact of these changes and demonstrated how users can respond positively, as a result.

The bottom line? A digital strategy can support your field service business and help you thrive. Combined with software, you can elevate your employees and assist your customers!

Capterra's data predicts that:

"half of the new software purchased for temporary use during the [pandemic] will actually be permanent tools by 2021."





While **70% of businesses** expect reduced revenue in 2020, **62%** are planning to spend more on technology this year, with **50% speeding** up their plans to adopt software, sooner.

[Read the whole report, here!](#)

Evidence (even prior to 2020) indicates digital transformation and online revenue is more powerful than that generated by traditional brick and mortar methodologies.

Brick & Mortar Revenue vs Digital Revenue



	 Brick & Mortar	 Digital
Cost required	\$\$\$	\$\$\$
Capital investment required	\$\$\$	\$\$\$
Physical assets required	📦📦📦	📦📦📦
Subscription options	✗	✓
Global reach	✗	✓

 Capterra

As a result, **58%** of small businesses envision significant changes to their offerings, made in an effort to reduce risk and keep overheads low.

"Digital revenue, simply put, is more crisis-proof. This is because it draws from a larger pool of customers at a lower cost to your business"

Digital strategies can also save you time, as well as money, thanks to the likes of:



- Online customer portals
- Automated communication features
- Intelligent scheduling
- and more!

Just take a look at how Commusoft helped our users to thrive throughout 2019!



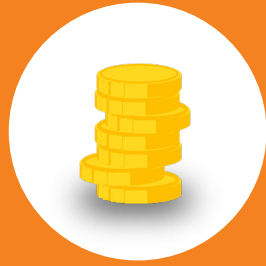
Customers added

647,341



Jobs created

1,450,500



Estimates created

190,949



Invoices created

898,014

If you want to see the direct impact that a digital software solution can have on your business, click to view our Paperless Savings Calculator

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For direct customer insights, [check out our reviews on Capterra!](#)


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