Redefining Customer Experience in the time of Covid 19
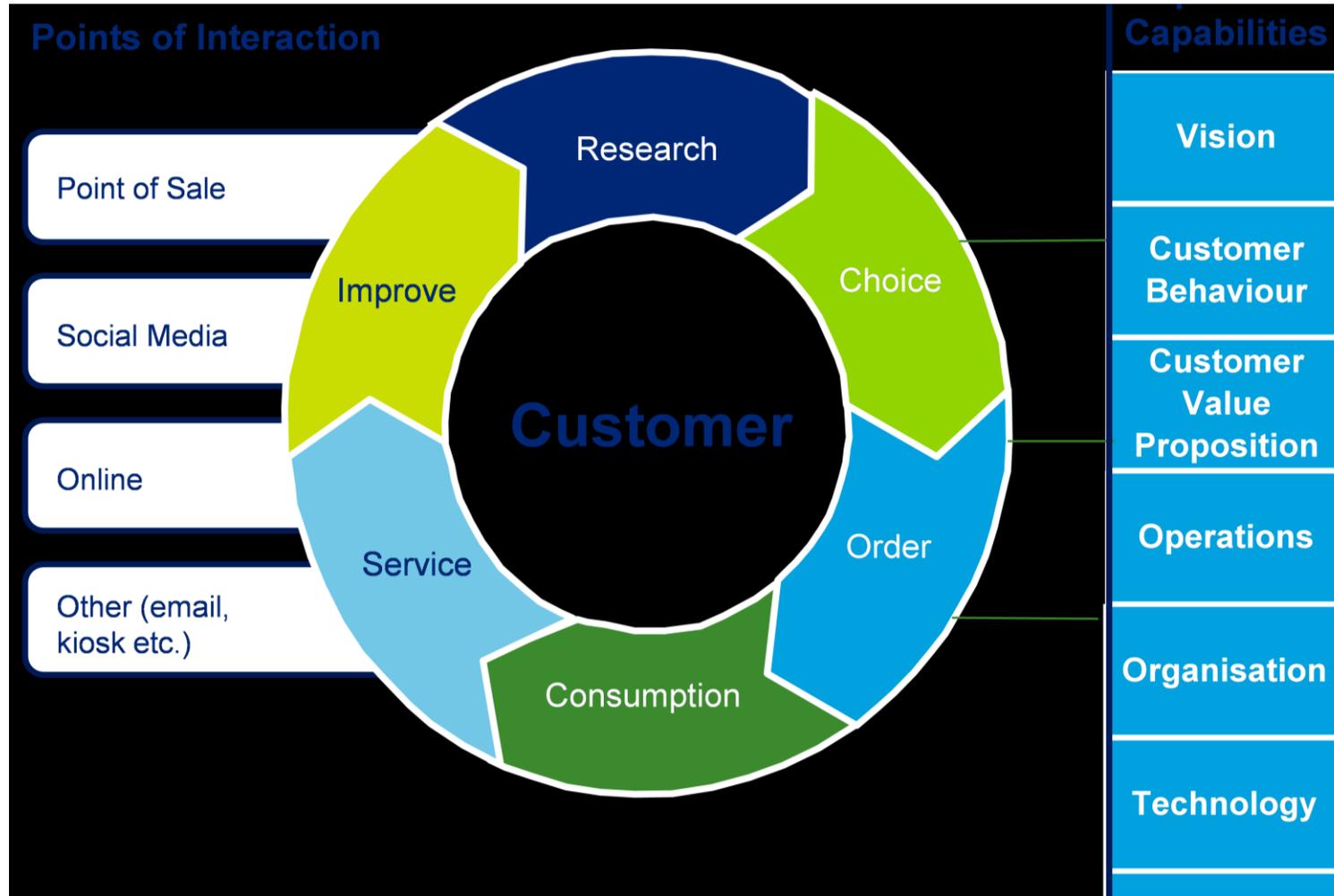
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Customer Experience Creation

BREAK GLASS
It's Action Time
IN CASE OF EMERGENCY

A : Always
B : Be
C : Closing

→
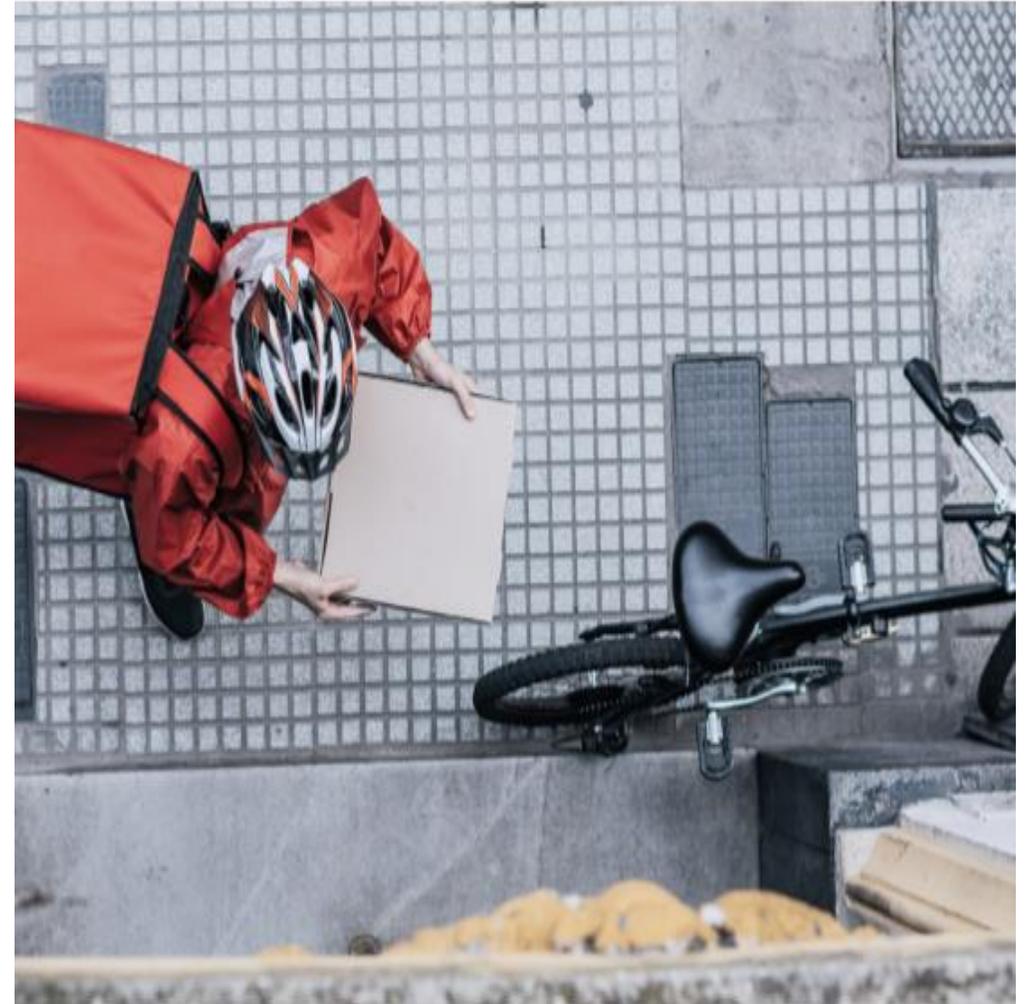
A : Always
B : Be
C : Connected
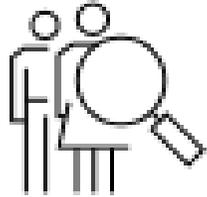
Connect to address their GREATEST NEED

The A B C 's of Customer Experience During COVID-19

- **The Empathy Factor**
  - **-** Focus on training and communication
- **Re-evaluating Your Current Programs**
- **Stay Rooted in Reality**

Four actions can address immediate customer needs and prepare for the future.

Focus on care and concern

- Reach out, but with support, not marketing
- Make a priority of employees and community
- Stay true to company purpose and values

Meet your customers where they are

- Innovate digital models to help customers weather the crisis safely from home
- Expand home delivery options
- Consider contactless operations

Reimagine the post-COVID-19 world

- Economic hard times will force cost cuts
- Migrate customers to digital channels to save money and boost satisfaction
- Brick and mortar stores may look very different post-crisis
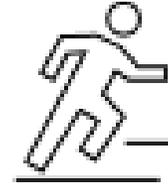
Build agile capabilities for fluid times

- Tap social media, not surveys, for quick customer readings
- Solicit employees for ear-to-the-ground insights
- Save time with "test and scale" labs
- Pay attention to "failure modes" indicating that you've missed customer signals

The **augmented reality in retail market** was valued at USD 411.3 million in 2017 and is expected to reach USD 7,951.2 million by 2023, at a CAGR of 47.1% during the forecast period. The base year considered for this study is 2017, and the forecast period considered is between 2018 and 2023.

Some remarkable Customer Experience creation

Augmented Reality
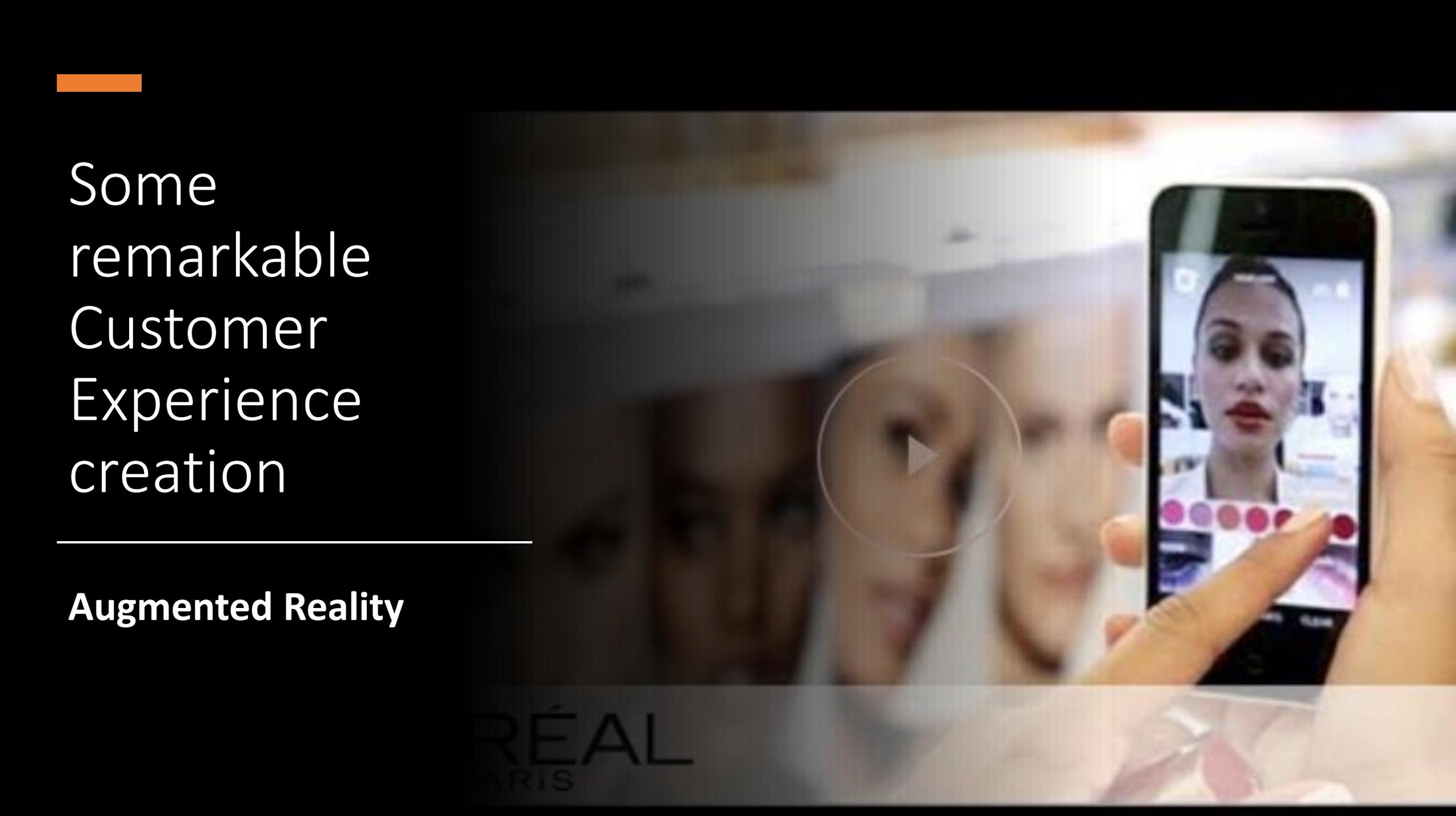
Augmented Reality

Augmented Reality in Jewelry Retailing

Augmented reality in Retail

Augmented Reality in Eyewear