



COVID-19 TREND UPDATE

Brand Innovations

CREATIVE SOLUTIONS TO ADDRESS
NEW CONSUMER NEEDS

Overview



WITH EACH PASSING DAY, THE COVID-19 PANDEMIC INTRODUCES NEW CHALLENGES AND NEEDS FOR CONSUMERS WHO IN TURN ARE LOOKING TO THE INDUSTRY FOR SMART, FAST SOLUTIONS.

After the initial wave of “we’re in this together” messaging, many top companies got to work accelerating the release of new products, innovating on service offerings and rethinking their general business strategies to meet new customer needs while conducting business as safely as possible. Though a tumultuous time, the COVID-19 pandemic has undoubtedly ushered in a new era of business, demanding more innovation, creativity and flexibility than ever before.

Recommended Reads

- [Latest global COVID-19 innovations](#)
- [Innovation blossoms during crisis](#)
- [Ways to innovate during COVID-19](#)

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Going Virtual

INDUSTRIES THAT OFTEN REQUIRE IN-PERSON SHOPPING, SUCH AS RETAIL, BEAUTY AND REAL ESTATE, HAVE BEEN FORCED TO FIND VIRTUAL ALTERNATIVES THAT RE-CREATE THE IN-STORE EXPERIENCE AS CLOSELY AS POSSIBLE.

Augmented reality (AR) technology, virtual showrooms/tours and virtual consultations are just some of the ways in which retailers are bringing the sensory experience of shopping to customers stuck at home.

Recommended Reads

- [Streetify creates virtual storefronts](#)
- [MAC Cosmetics goes all in on AR](#)
- [Home buying moves to digital](#)
- [Brands offer online consultations](#)

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Supporting Customers

ACROSS INDUSTRIES, COMPANIES HAVE BEEN DEVELOPING CREATIVE WAYS TO ADDRESS INCREASED CUSTOMER SERVICE CALLS. While many companies have ramped up the productivity of their customer service teams with tools like AI chat bots, other companies have focused on more personalized strategies that target specific segments and deliver on customer needs unrelated to product offerings.

Recommended Reads

- [Zappos launches Customer Service for Anything line](#)
- [CIBC starts special phone routing for seniors](#)
- [Netflix cancels unused subscriptions to save customers money](#)
- [Instagram launches mental health “guides” feature](#)

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Addressing Supply Shortages

FROM FOOD TO ELECTRONICS TO MEDICAL SUPPLIES, THE CORONAVIRUS CRISIS HAS CREATED SUPPLY CHAIN CHALLENGES AROUND THE WORLD.

In response, companies are rethinking their manufacturing models, embracing 3D printing, creating new platforms to track inventory and even finding ways to connect job seekers with industries facing labor shortages.

Recommended Reads

- [Instacart accelerates release of analytics tool](#)
- [Grocery stores create supply-tracking app](#)
- [Restaurants become food suppliers](#)
- [Talent exchange platforms fill essential jobs](#)
- [3D printing goes mainstream](#)

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Ensuring Safety



BIG TECH IS LEADING THE CHARGE IN CREATING SOLUTIONS TO HELP INDIVIDUALS AND BUSINESSES ACROSS THE GLOBE NAVIGATE THE REOPENING OF THE ECONOMY AS SAFELY AS POSSIBLE.

From making it easier to unlock your phone with facial recognition while wearing a mask, to using robots to clean public spaces, to using drones for deliveries and monitoring social distancing, the opportunities to limit physical contact seem endless. Retail businesses are also doing their part, expanding contactless pickup and drive-up service and adopting appointment-booking software, among other things.

Recommended Reads

- [Apple updates unlocking software](#)
- [Robots clean and deliver](#)
- [Curbside pickup soars](#)
- [Social distancing innovations abound](#)
- [Best Buy unveils shop-by-appointment system](#)
- [Google releases social distancing tool](#)

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Maintaining Connection



ABOUT ONE-THIRD OF AMERICANS HAVE REPORTED FEELING LONELIER THAN USUAL SINCE THE ONSET OF THE PANDEMIC.

As such, it's no surprise that consumers are turning to apps and other products to increase virtual connection in their lives. While communication companies were quick to expand virtual meeting capabilities, other brands are finding ways to enable connection through music, social support groups and new apps fostering interaction.

Recommended Reads

- [Spotify launches Listening Together](#)
- [1-800-Flowers creates social support portal](#)
- [Cornell students launch Quarantine Buddy platform](#)
- [Hinge adds feature to make dating from home easier](#)
- [New York Times invites everyone to make lasagna together](#)

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