



TREND REPORT

inmoment

Research Shows Perceptions Beyond The Pandemic For CX and EX Professionals

Post Covid-19 CX & EX

Summary

The year 2020 will live long in our memories; the effects of Covid-19 are unprecedented and there is barely a brand that can say it has not been impacted by the pandemic. However, as lockdown restrictions begin to be lifted and businesses reopen we are seeing light at the end of the tunnel.

It is never too late or too early to learn lessons and that is why we have talked to customer and employee experience

professionals across Europe to explore these simple questions:

1. What actions did you take in response to the impact Covid-19 had on your company?
2. What does this mean for customer and employee experiences at your company?
3. What is the outlook for your company in 12 months time?
4. What are the long lasting impacts on CX and EX?

We have had a great response and this report will share stories from a wide range of organisations across different sectors exploring both their successes as well as challenges. Analysis of the data collated through our research shows key themes emerge. This report shares findings on the increased focus on customer and employee experience, channel agility and decision making.

We hope you enjoy the read.

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The New World For CX and EX Professionals



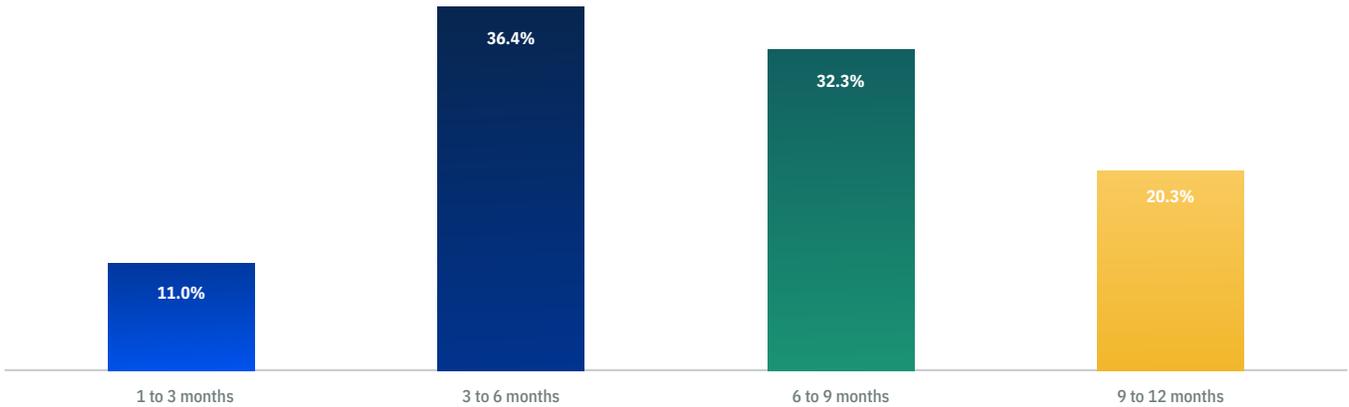
“We have sped up changes to the way clients interact with us digitally to ensure that they can continue to do business with us during lockdown. Although these changes were planned, they would have taken 18-24 months in normal circumstances.”

Returning to Business As Usual

Impact and action. The COVID-19 pandemic has made many organisations act and react faster than ever before. Some organisations have elected to adapt and innovate whilst others have looked to hunker down and ride it out. Only time will tell which way of the many ways forward will be the most successful and maybe the right strategy is totally dependent on the specific situation of each industry or company. The pandemic has certainly sped up decision making and 41% of the

organisations we spoke with believe they will be in a better position in 12 months time compared with their pre-COVID state. There are, however, 32% who believe their situation will be worse in 12 months time. So yes, there is light at the end of the tunnel, but our study shows that there are some organisations who are much closer to the light than others. 48% of our respondents believe they will return to a new business as usual state within 6 months. However 52% believe this state will be reached in up to 12 months.

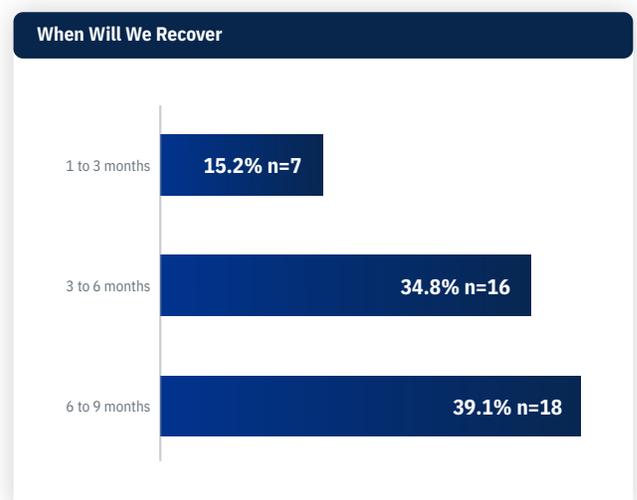
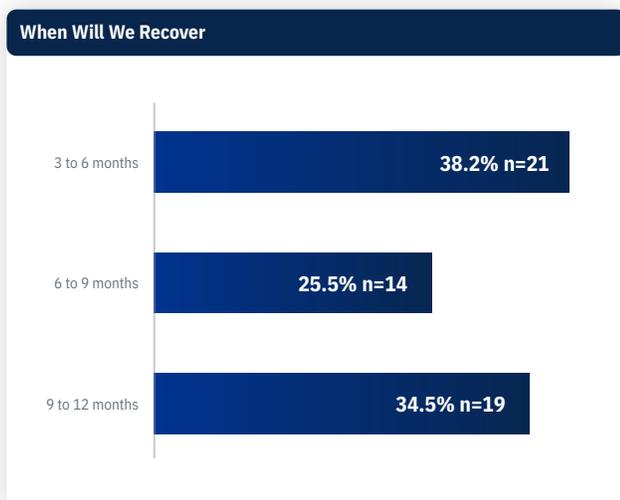
Cross Vertical - Expectations to Return to Business as Usual



Source: InMoment EMEA COVID-19 Study.

Of course, the relative degree of optimism or pessimism is strongly related to the extent to which organisations were impacted by the virus. Digging deeper into the data, those organisations who were most severely impacted by COVID-19 are understandably the most pessimistic regarding the timelines for recovery. 60% of organisations who were severely impacted by the pandemic believe it will take more than six months to return to their new business as usual compared with 40% of organisations who believed their impact was more moderate.

Respondents expectations to return to business as usual, that had a severe impact on their business (left) vs all respondents

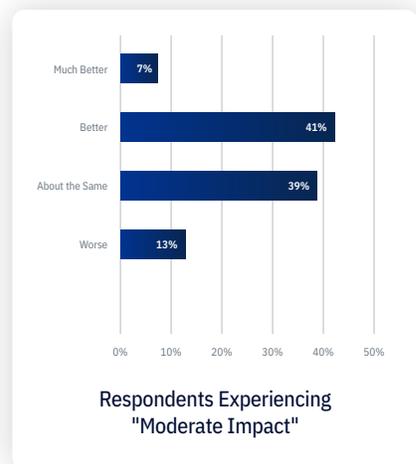
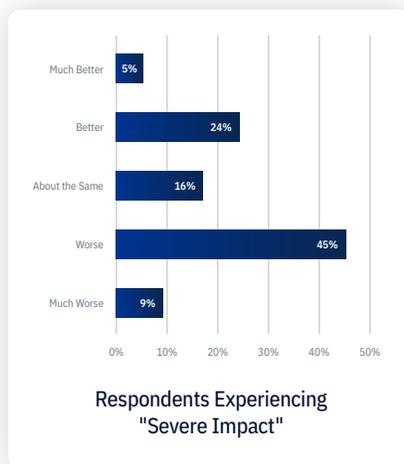
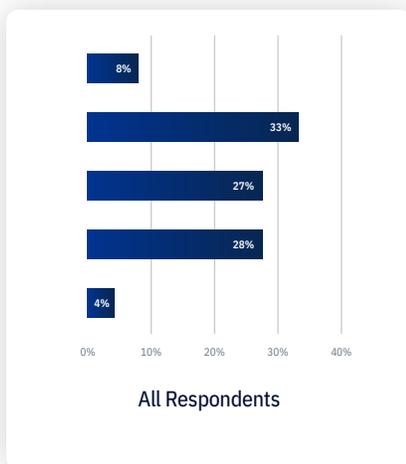


Source: InMoment EMEA COVID-19 Study.



Furthermore 54% of organisations severely impacted by the pandemic believe they will be worse off in 12 months time compared with just 13% of organisations who were only moderately impacted by the virus.

Compared with your pre-COVID position, how do you think your organisation will be positioned in 12-months time?



Source: InMoment EMEA COVID-19 Study.

This Is Certainly a Mixed Picture

Industry Analysis

News sources and social media shared multiple stories of the various impacts of COVID-19. Flights were grounded, holidays cancelled, cafes, pubs, restaurants and hotels all closed. Organisations with physical locations such as shops, car dealerships, banks and so on all were also all forced to close. Essential services kept us fed and safe. Employees were furloughed or asked to work from home and we, as consumers, relied heavily on digital and telephony

channels to engage with our favourite brands battling with product availability and delivery services.

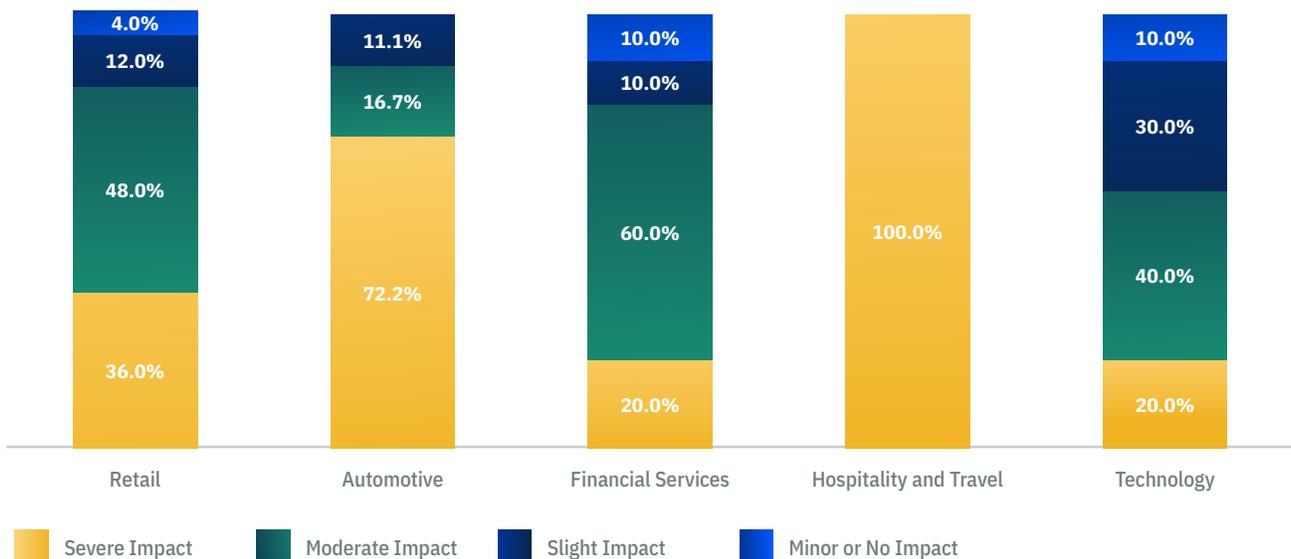
Our study confirms the extent to which different industries were impacted by the pandemic and shows how each industry views their future. For example automotive and hospitality & travel were both severely impacted much more so compared with technology, financial services and retail who, with more established digital channels, were able to provide

more continuous delivery of their products and services.

Taking the Lessons

That is the background. However, the goal of our study is to take lessons from the pandemic and understand how different industries were impacted and hence what did they do to respond? More specifically, based on their actions, what are the lasting changes that have been implemented and what does this mean for both CX and EX moving forward.

Perceived Impact of COVID-19 by Industry | Impact by Sector



Source: InMoment EMEA COVID-19 Study.

Impacts on Your Business by Industry

Impacts on your business	Automotive	Retail	Financial Services	Hospitality & Travel	Technology	ALL
More customers are calling into customer service/contact centres	11%	28%	20%	50%	10%	18%
More customers asking for flexibility on payments	39%	16%	60%	25%	40%	31%
Increased sales of our product/service through digital channels	28%	56%	40%	0%	10%	29%
Demand for our product/service has increased	11%	52%	10%	0%	20%	20%
Demand for our product/service has decreased	72%	28%	40%	75%	30%	47%
Disruption to our supply chain	50%	68%	20%	38%	10%	36%
Management made the decision to pause day-to-day operations	39%	28%	30%	25%	0%	23%
Day-to-day operations were forced to pause due to Government measures	44%	36%	40%	63%	0%	31%
Employees have been unable to come to work	78%	64%	70%	50%	80%	64%
Other	6%	4%	20%	25%	10%	8%
None of the above	6%	0%	0%	0%	0%	3%

Source: InMoment EMEA COVID-19 Study.

Green shading showing impacts at the total level; Yellow shading are stand out observations for each industry that are different from the total.

Actions Taken to Respond to COVID-19 by Industry

Actions Taken	Automotive	Retail	Financial Services	Hospitality & Travel	Technology	ALL
Temporarily closed our physical locations (stores, branches or sites)	83%	40%	90%	63%	70%	53%
Stopped selling products we would normally sell	39%	32%	30%	38%	10%	25%
Added new digital channels for sales and/or customer service	44%	36%	40%	13%	30%	32%
Introduced new products/ services	28%	40%	30%	25%	30%	35%
Furloughed employees for a temporary period	83%	48%	10%	63%	10%	39%
Asked staff to work at reduced hours/take leave/reduction in salary	56%	28%	20%	88%	10%	36%
Made redundancies	17%	12%	30%	38%	30%	16%
Hired new employees	0%	40%	20%	0%	40%	17%
Reduced budgets (e.g. for Marketing, IT, R&D or product development etc.)	67%	28%	60%	75%	40%	50%
Delayed CAPEX investments	39%	28%	20%	63%	20%	30%
Moved frontline staff to work from home	78%	40%	90%	50%	70%	65%
Moved frontline staff into new roles/new departments	11%	36%	20%	38%	0%	23%
Increased communication from senior leaders with customers	22%	32%	60%	0%	50%	32%
Increased communication from senior leaders with employees	61%	72%	80%	63%	60%	63%

Source: InMoment EMEA COVID Study.

Under the Spotlight: Hospitality and Travel

Every participant we spoke to from the hospitality & travel sector said their organisation had been severely impacted by COVID-19. 75% of organisations reported a drop in demand for their products and services and two thirds were forced to pause day to day operations due to Government measures. As bookings were cancelled 50% of participants reported significant increases in the volume of calls coming to customer services centres. However, with revenues severely impacted, firms responded quickly with three quarters

asking staff for work fewer hours or at a reduced rate of pay and made decisions to furlough their staff. 75% of organisations reduced budgets and 38% were forced to make roles redundant.

In a time of crisis communication is essential, and two thirds of firms increased communications with their employees. Of interest, however, a negligible number of participants reported they increased communications with customers. As we write this report travel restrictions

are being lifted, however the hospitality & travel industry remains conservative about prospects of recovery. 90% of organisations believe they will be in a worse position in 12 months time compared to their pre-COVID state.

“Job security is the greatest concern as the travel industry will take years to come back to 2019 levels. This might extend if a second wave hits.”



Under the Spotlight: Automotive

Three quarters of participants from the automotive sector said their organisations had been severely impacted by the pandemic. The supply chain of 50% of firms was disrupted and three quarters of firms told us they experienced a decrease in demand across both their sales and after sales activities. Due to government restrictions, dealerships were closed and employees were unable to come to work.

The sector with 80% of firms

furloughing staff or moving frontline staff to work from home. As cost control became critical, two thirds reduced budgets, 40% delayed CAPEX investments and 17% made redundancies. Despite this gloom our respondents forecast a mixed outlook for the automotive sector; 45% believe their organisations will be worse off in 12 months compared with their pre-COVID state yet a third believe they will be in a better position. A crisis, wherever it appears from, can often fuel innovation or

accelerate the pace of changes that were already underway. In the automotive sector, 44% of firms reported adding new digital channels and a 28% introduced new products and services. Many automotive manufacturers were already moving to a direct to consumer sales model and exploring the changing role of physical dealerships. The COVID experience may be just the catalyst to make this strategy a more immediate reality.

CLIENT STORY: VOLKSWAGEN

One example of a manufacturer who has been adapting to the new reality is Volkswagen. The manufacturer has been very proactive in their outreach, with globally consistent messages to their employees as well as to their customers. Volkswagen evolved their communication by modifying their logo to visually represent the importance of social distancing. Alongside the logo, they included the words “Thanks for

keeping your distance” in order to send a message of solidarity and promote social distancing.

They have updated the wording on survey invites to acknowledge COVID-19 and outline the response from their business. In addition health and safety guidance has been implemented in store and will remain in place. In addition during the last four months Volkswagen, like other manufacturers, has streamlined their sales

and services processes making the sales journey a contactless one, from selecting and personalising the preferred car’s feature, to the online purchase and selection of finance options, to obtaining the customer’s electronic signature to complete the transaction. A challenge that still needs to be worked through are the options to negotiate and upsell features which will form part of the evolution of their digital sales channels.



SETTING UP A STEERING COMMITTEE

One of the largest global manufacturers and distributors of construction machines created a platform to keep customer and employee communications going in a new world. Centrally from the UK, their C-Level set up a steering committee, with members from each business unit which identified and prioritised 10 projects that had to be pushed across the line. A majority of these projects revolved around customer experience - such as the streamlining logistics, simpler finance

processes, customer engagement and improving the digital experience - with the ultimate aim to making the company easier to work with. Initial steps were already taken prior to the pandemic for customers to order online and get the parts delivered to the customers' door, but always got held off by red tape and geographic distance. Now with C-Level support it was rolled out beyond the testing country. The brand also introduced a live chat to continue customer communications

and to understand what is on their minds. With the new engagement channels the organisation is now aware of the challenges customers and prospects face when wanting to get in contact with the company for orders or information - ranging from finding a car park spot to instant help when a machine breaks down. The communication via these new interactive channels, including Facebook and WhatsApp has increased 8-fold within the first three months of the launch.

Under the Spotlight: Retail

Whilst the retail sector has been severely impacted, the overall perception from our study is that the impact has been more moderate compared with both automotive and hospitality & travel. As such, 40% of our retail participants believe their organisations will be in a stronger position in 12 months' time compared with their pre-COVID state. Whilst for many firms' physical locations were forced to close during lockdown over half of our participants reported an increase in demand for their products and services and associated increase in sales through digital channels.

Retail brands were already well positioned to interact and engage consumers via digital channels and have had most of the infrastructure already set up. We have seen the expansion of delivery slots, moving team members to other functions to cover the higher demands, from areas that had less of a priority.

The majority also prioritised highly vulnerable customers.

To cope with the extra demand, 40% of the retail sector participants we spoke with say that their organisations hired new employees and added extra products and services.

Retail was, however, not without its own problems. Not all organisations were set for growth and as stores were forced to close 48% of organisations furloughed their staff and 68% experienced supply chain disruption. Not to trivialise this topic, you will no doubt remember with some anxiety the hunt to find the last roll of toilet paper and the supermarket scrums to secure the last bag of pasta! InMoment has however followed retail trends closely and saw shoppers quickly adjusting to the problems of stock availability and demonstrating an understanding and empathy for empty shelves - particularly as online delivery slots

became more available. What we saw was a change in what customers valued and a greater demand of brands to take hygiene and social distancing seriously to create a safer shopping experience.





CLIENT STORY: TESCO

One of the leading retailers in the UK, Tesco - was highlighted by respondents for being a brand that stood out. Not only did they increase their delivery slots and number of drivers to cope with increased demand, they also left the bagged deliveries on the door steps. They added additional hours for NHS

workers, and also a prioritisation of the elderly and most vulnerable. In order to manage the increased hours their feedback and availability dashboard was created to monitor and proactively respond to these changes. They took on more employees, and routed their head office staff to the distribution centres

and stores. As a thank you and to maintain wellbeing Tesco gave a 10% pay increase to all staff and back dated it to 1st March. They further established two mental wellbeing tools Headspace and SilverCloud, available for free to all our 300,000 UK colleagues for the next 12 months.



CLIENT STORY: IKEA

IKEA was one of the early brands to respond by closing stores prior lockdown. They added a quick launch of a Click & Collect service. When reopening they promptly implemented health and safety measures and openly communicated these.



What are the COVID-19 related challenges that your organisation is facing that contribute to a deteriorating customer experience?

Reduced demand for our product and services	67%
Implementing social distancing	58%
Changes to legislation/regulatory requirements	50%
Delivering channel efficiency	50%
Maintaining hygiene standards	50%
Supply chain issues	50%
Understanding changing customer needs/expectations	50%
Investment pressures	42%
Headcount reduction	33%
Managing increased inbound call and email volumes	33%
Production/Operating capacity	25%
Speed of product development/innovation	25%
Brand reputation	17%
Increased operating costs	17%
Other	8%

Source: InMoment EMEA COVID Study.

Challenges faced by organisations that contribute to a deteriorating employee experience?

Reduced headcount	67%
Remote working	50%
Understanding changing employee needs/expectations	50%
Investment pressures	39%
Skill shortages	39%
Implementing social distancing	28%
Training/Reskilling	28%
Employer reputation	22%
Production capacity	22%
Changes to legislation/regulatory requirements	17%
Maintaining hygiene standards	17%
Other	0%
None of the above	0%

Source: InMoment EMEA COVID Study.



What do you believe are the greatest concerns for the employees of your company?

Job security	78%
Salary stability	78%
Mental wellbeing	67%
Continued remote working	44%
Balancing homelife	39%
COVID infection risks if returning to work too quickly	22%
Other	0%
None of the above	0%

Source: InMoment EMEA COVID Study.

What Are the Lasting Changes?

The Increasing Importance of Customer and Employee Experience

Customer and Employee Experience were already high on the agenda of the C-Suite and our study shows this trend is set to become more important in the future. 58% of the CX and EX professionals we spoke with believe that listening to and acting on customer feedback will be more important than ever and at 52% the importance of listening to and acting on Employee feedback is also predicted to be more important than ever. What is also clear from our conversations is that Customer and Employee experience are inseparable. The silos between CX and EX must be removed and we must persist to remove perceptions that Employee Experience is solely an HR activity. Half the companies we spoke with cited understanding the changing needs and expectation of their customers as a key challenge. Employees, especially those

on the frontline can tell organisations much about customer challenges and internal barriers to delivering consistently great experiences and in our experience, they are a much underutilised source of insight and customer intelligence.

With listening to and acting on customer and employee feedback forecasts to be more important than ever, most organisations are striving to not only maintain their pre-COVID CX and EX levels over the next 12 months but use this as an opportunity to improve. 42% of organisations talk about investment pressure as an ongoing driver of poor customer experience and with 67% citing ongoing reduced demand for products and services, winning back customers will be a challenge of emotion and trust. Legislation and regulations will continue to change, and hygiene, safety and maintaining social distancing will be critical concerns for some time yet.

For instance, Petplan is constantly reassuring through communicating, supported by evidence from the WHO and leading vets, that pets cannot catch the virus. In addition, they are providing continuous advice on how to maintain the wellbeing of the owner and pet during lockdown.

In the automotive industry we see that many dealerships have recognised what needs to be done to make the dealership experience safer - hand sanitisers at the door, a test drive without a salesperson, electronic signing of documents and the introduction of a valet service. The challenge will be to ensure that these new processes are maintained. Initiatives to make the dealership experience digital and contactless will continue to accelerate, especially amongst younger consumers. Going forward, this has the potential of truly making a better overall customer experience.

The importance of Customer Experience and Employee Experience within the next 12 months

	Automotive	Retail	Financial Services	Hospitality & Travel	Technology	ALL
CX listening more important than ever	56%	56%	50%	38%	70%	58%
CX in 12months - Same	56%	48%	50%	38%	50%	52%
CX in 12months - Better	33%	40%	40%	13%	50%	38%
CX in 12months - Worse	11%	12%	10%	50%	0%	10%
EX listening more important than ever	56%	60%	50%	25%	70%	52%
EX in 12months - Same	56%	72%	20%	50%	60%	58%
EX in 12months - Better	33%	20%	60%	13%	30%	27%
EX in 12months - Worse	11%	8%	20%	38%	10%	15%



Survey Adaptation to Understand Emotions in order to Act with Empathy and Build Trust

It is more important than ever to listen to feedback, act quickly and deliver on the changing needs and expectations of both employees and customers. Organisations will need to continue to include questions in their transactional and relationship surveys that gather the current perceptions, emotions and expectations from the brand in relation to their actions when responding to raised subjects.

Aldi for instance ensured that customer health and safety is number one on their agenda. Not only have they changed their surveys to include health and safety questions to monitor the situation, they immediately adapted their business model to respond to the raised concerns. This includes the ability to order care packages online for delivery and create a safe environment when in store. They continued to run their transactional experience programme by adjusting the message,

tone of voice and questions being asked. By adapting to be more sensitive to the pandemic, Aldi's able to continue to monitor customer feedback without being disruptive to their experiences. By modifying their questions, Aldi is now addressing an array of different concerns around COVID-19 allowing a real-time holistic view of the situation rather than focusing on one aspect of change—which has enabled Aldi to be more proactive. These new questions are strategically placed upfront in the survey to ensure that customers are being asked the right questions about their experience.

Increased Employee Communications and Empathy

Over the past 4 months, 63% of organisations that we spoke to increased communication from senior leaders with their employees and we expect that trend to continue. Two thirds of

organisations have enabled their employees to work from home and whilst it is too soon to report the total demise of the office, greater flexibility is here to stay. Therefore, understanding the changing needs and expectations of your employees will be important. Before COVID there was already a focus on the mental wellbeing of employees. That is set to continue and, in our expectation, will intensify. The challenges in this area will be many; from remote working, work life balance, job security to safety and more.

“More flexibility in the choice to work from home or the office. More accommodating about the need to balance childcare with work - pre-lockdown, there was definitely a reluctance to 'allow' working from home if children were there.”

Financial Services Client

“1. Moving more business online and towards self-service.

2. Opening more customer comms channels to listen to what our customers want / where we can improve”

Manufacturing Client

Embrace New Technologies to Take You Digital

50% of the CX and EX professionals we spoke with also point to optimising channel efficiency as a key driver of ongoing customer experience. A third of organisations added new digital channels and services and one in five moved frontline staff into new roles.

With increased acceptance for working at home, new sales channels and less presence in physical stores, it is clear that the new digital strategy is here to stay, as many customers have come

accustomed to this means of being serviced. Whether they are looking for a new car, comparing insurance policies, or ordering groceries, they are still going to expect the same quality of experience as if they were in store. To ensure the digital experience is up to par, you need to collect feedback at strategic touchpoints in the digital journey. For instance by building and adding digital components and chat bots to your websites you enable customers to educate themselves on the various products online to provide the same knowledge and expertise they would get in store.

One retailer was able to transform their website to a new digital listening post, allowing their customers to understand what products were more suited to their lifestyles (rather than simply flipping through pages and pages of products). What started as a COVID-mandated project quickly turned into an initiative with even bigger picture implications for the brand. The brand decided to more directly target this

group with intercepts to see if they could uncover why these potential customers seemed to be using them as a resource, but not finishing up the transaction. Their live chat was set to trigger in accordance with different actions and times based on newly forecasted customer journeys. The client was able to find more ways to convert prospect web browsers and empower them to share more as well. A feature they will keep in place.

Some of the technology can be quite simple. A UK financial services company for instance implemented new technology and new processes shortly before lockdown which allowed them to accept scanned documents and e-signatures, rather than handwritten signatures, which addressed the social distancing and health and safety concerns. These changes have already had the benefit of improved customer experience scores as these have improved the end to end purchase journey times.

Virgin Money

Money on Your Mind

Virgin Money introduced a new service to help answer general questions about the impact of the coronavirus on personal or business finances. Consumers (whether customers or not) were voicing on social media and other channels their concerns and anxieties about the pandemic and the impact it had on their financial situations but not specific questions linked to their accounts. Virgin Money stepped in with opening new online communication channels to provide the public straight forward answers in light of the pandemic. To be able to address these concerns, a new online service was introduced on their website, in partnership with InMoment, to help Virgin Money customers and non-customers find answers to their questions. This allowed pressure to be taken off the contact centre as calls that were non-

account related could be answered effectively through a dedicated team, whose members held different roles within the organisation within their suspended Branch network.

Having a hybrid solution of a digital service with human interaction has allowed Virgin Money to be empathetic and agile in the face of a rapidly changing situation. The insight-led campaign has proved a huge success in generating strong consumer engagement, and it is fast becoming a Hero campaign and a core part of the brand strategy going forward.

In just the first 12 weeks the campaign had achieved phenomenal success:

- Over 3,000 consumers had submitted questions
- Post-contact feedback showed that virtually all (90%+) of consumers who provided feedback were likely to stay with or consider Virgin Money in the future

- 115 colleagues had been trained to support the campaign, giving them a renewed sense of purpose that reverberated across the whole front-line team
- 42 YouTube videos have been created, with viewing data showing viewing levels and engagement significantly above industry averages
- The campaign generated over 3 million views at the time of writing via our social channels



Moving Towards Agile CX

Whereas previously organisations have been tied down by internal red tapes, and focused more on building out capabilities, this time has shown and proven that adopting an agile approach is necessary to operate faster and more efficiently to respond to the changing customer and employee needs and expectations. Many brands have now implemented this approach into their corporate culture and it has become an ongoing and new mode of operation.

M&S says the COVID-19 crisis has illustrated how differently it can use technology, run stores and make faster decisions. For example, it says a smaller top team has made decisions faster and more efficiently, delegating trading and operating management to business unit heads. Working groups, committees and elaborate management processes, meanwhile, have been disbanded.

“In a business with a history of slow cultural change we intend to use these

lessons, to ensure that as lockdown eases, we are never the same again in culture, organisation and work habits,” the retailer says in their 2020 Annual report. “The focus on costs has driven clarity of purpose, decision-making and commerciality, and teams have been empowered to act and deliver plans regardless of hierarchy.”

The aforementioned global manufacturer of construction machines has, as a result of their steering committee, implemented a dedicated customer service team that focuses purely on supporting customers, whereas previously it sat with the sales team. Setting up this steering committee helped the company to identify clear directions and implement a cultural change. It is set to stay as whereas they have previously been known as knowledgeable but interrupted by internal barriers it has shifted to agile and fast moving. This will allow them to implement CX and EX projects more efficiently, by prioritising

customer needs in a cross-departmental approach, breaking down internal silos.

Moving forward brands can and continue to create processes and teams necessary to react and adapt as quickly as possible, as this quick action is necessary to maintain positive customer and employee sentiment in the face of adversity.

Another brand that has successfully proven that an agile approach results in high level responsiveness to changing customer needs and expectations is Brakes. Within four weeks of lock down, Brakes, a leading whole food supplier had pivoted their business model from selling direct to wholesalers and B2B (restaurants, schools etc) to selling their products into supermarkets to help support the feeding the nation initiative in the UK. In addition, they initiated a programme for customers to order food by calling a central number which then could be selected from 10 depots across the UK.

Last Words



Successful and optimistic brands have built an emotional connection with their customers by taking actions, responding to their concerns whether health and safety, financial securities or general questions, often going beyond the government prescribed actions.

Emotions and empathy will continue to be critical when engaging with

customers and employees alike - whether it is through means of adapting listening channels, engagement, communications or policies. In addition we have learned that customers respond particularly positively to brands who adapt quickly, serve primary needs first, execute an optimised digital strategy, and act with empathy even in the midst of unprecedented hardship.

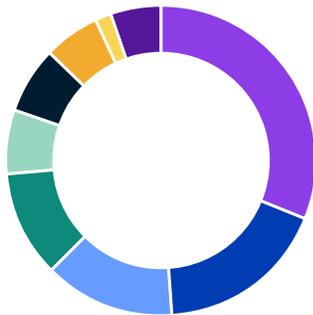
If we embody these principles moving forward, we can set new standards for our customer and employee experiences and generate more loyalty - and profitability - for our businesses than ever before.

ABOUT THE STUDY

Below you will find a visualised overview highlighting the broad spectrum of respondents that have contributed to the study and have enabled us to build this report.

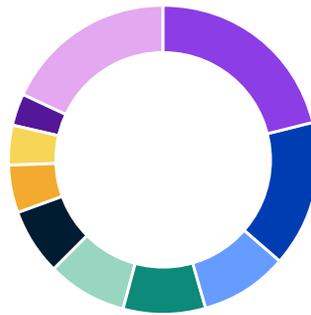
BREAKDOWN OF RESPONDENTS

Which of the following best describe your job role?



- 31% Customer Experience
- 18% Customer Insights
- 14% Operations
- 11% Executive Team
- 7% Marketing
- 7% Customer Services
- 6% Human Resources
- 1% IT
- 5% Other

Which of the following best describe the primary sector your organisation represents?



- 31% Retail
- 18% Automotive
- 14% Govt/Healthcare
- 11% Financial Services
- 7% Technology
- 7% Hospitality & Travel
- 6% Manufacturing
- 1% Transport/Logistics
- 5% Media/Comms
- 17% Other

Approximately how many employees are there across your organisation?



- 15% Less than 50
- 9% 51 to 250
- 8% 251 to 500
- 6% 501 to 1,000
- 25% 1,001 to 10,000
- 37% More than 10,000

About InMoment

InMoment™ helps organizations deliver more valuable and inspiring experiences to their customers and employees at every moment in their journey. Our clients gain the wisdom of our experts—who bring deep domain knowledge in experience design and delivery—coupled with our award-winning Experience Intelligence (XI)™ platform that continually analyses and evaluates enterprise experience data and customer feedback. Recognized as a leader and innovator in our sector, we collaborate with the world's leading brands to attract, engage and retain their customers. We are fiercely proud that our clients continually tell us they love the experience of working with our company, as we constantly stretch to exceed their expectations. Take a moment, and learn more at inmoment.com or email us at sales@inmoment.com

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