



4 ways **{you know}** your customers have changed since you last looked

New Behaviours

The lock down has forced new behaviours, be that how you buy your groceries or how you interview your new hires. Adoption is being forced onto older users and users at both ends of the socio-economic scale.

So

Interfaces need to be simple. Usability is more important than ever.

New Rituals

Consumers are streaming more video and less music. The commute time has been repurposed. Online dating continues to rise, and drinking happens at home.

So

Rethink your automation schedule, Reappraise when, how and what to send to communicate your message.

New hardware

From a new 'work from home' desk to a new studio microphone for the webinar. Ear buds, sweat pants and video chat face paint. Zoom is no longer a novelty as fatigue sets in. The home is now a haven and comfort is king.

So

Ensure you understand how the tech enriches the home environment and your customers day in a restricted life.

New Sensitivities

With the physical under threat, our privacy is becoming a deeper concern. Platform boycotts, platform nationalism and fear of the potential for fraud.

So

Keep in tune with your customers.

