

## El nou consumidor en l'era post Covid-19

**Pau Virgili**

4 de juny de 2020

Do Good. Do Better.

An illustration on a light blue background. In the center is a red and white lifebuoy. The word "Crisis?" is written in white, bold, sans-serif font across the middle of the lifebuoy. Below the lifebuoy, two hands are shown from the bottom, holding it. The hands are light-skinned and are wearing dark grey suit sleeves with white cuffs. The overall image conveys a sense of seeking help or support during a crisis.

**Crisis?**

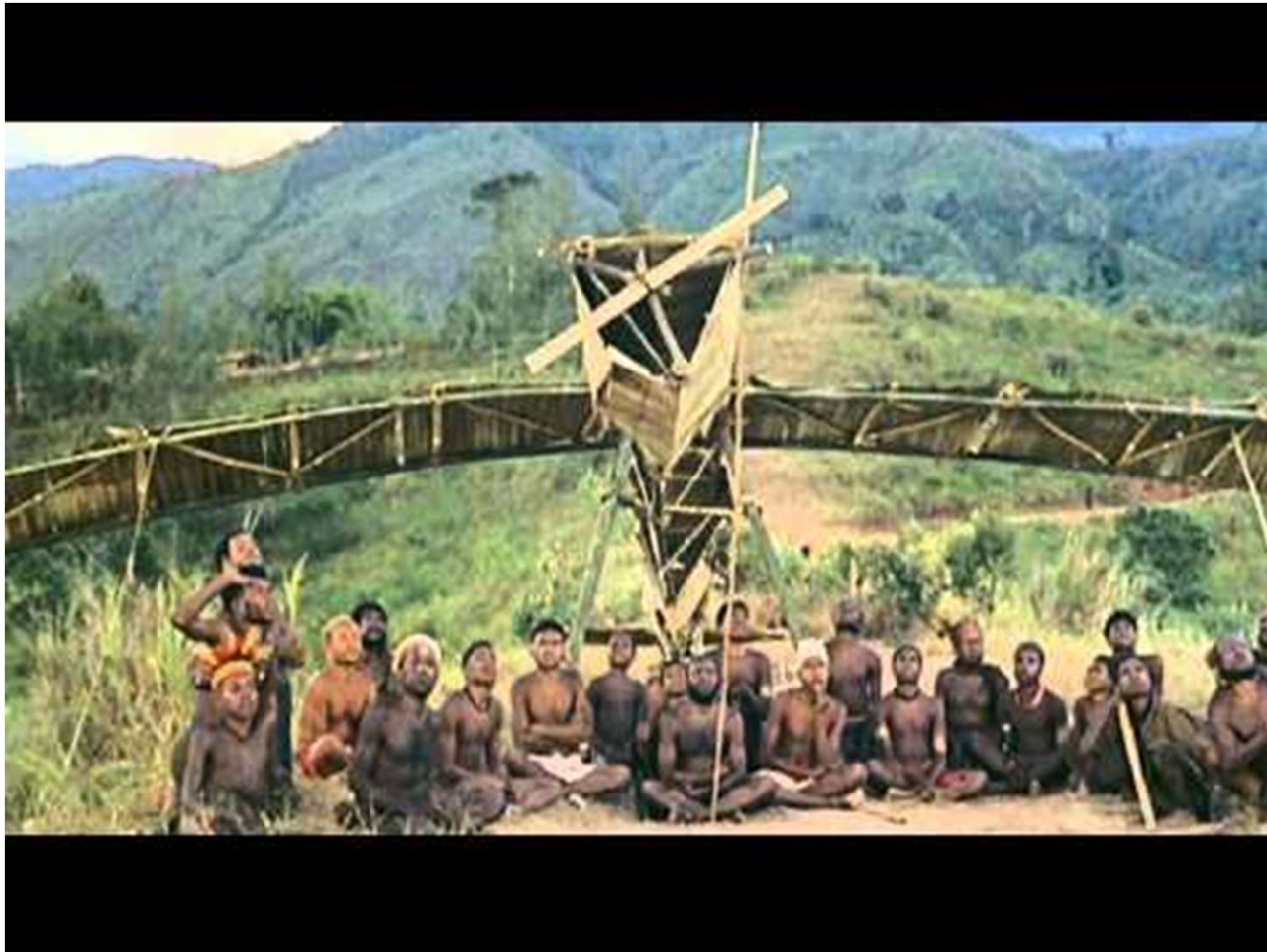






[www.awm.gov.au](http://www.awm.gov.au)

027019



CARGO CULT



# Digital transformation: the new customer

**ESADE**  
Business School

LSB / Luxembourg  
School of  
Business





plantronics®



Nestlé®



MANGO

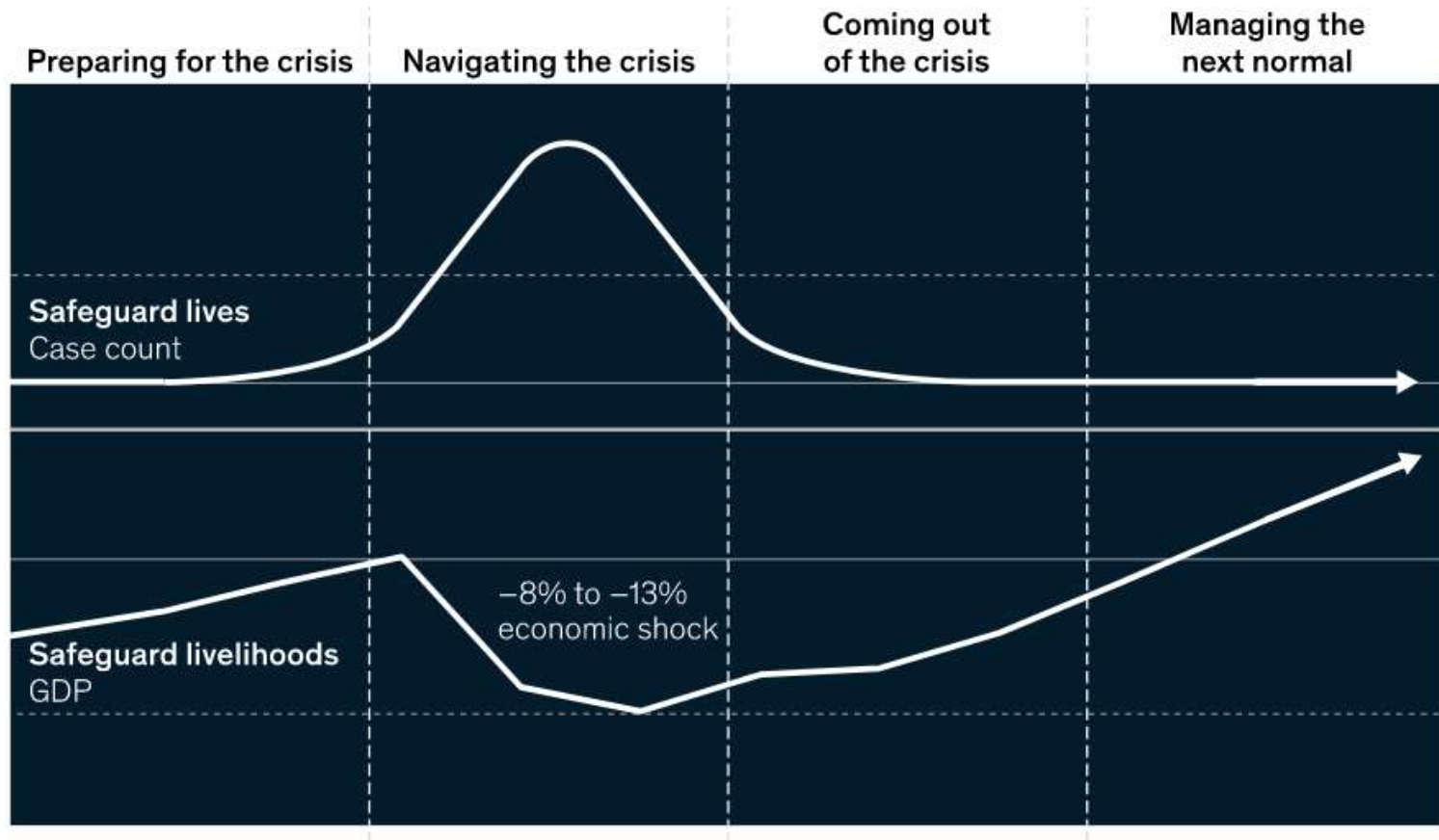


my BEST CHALLENGE

SUMMA:

# Post Covid world

Horizon



# Lower income hits a majority

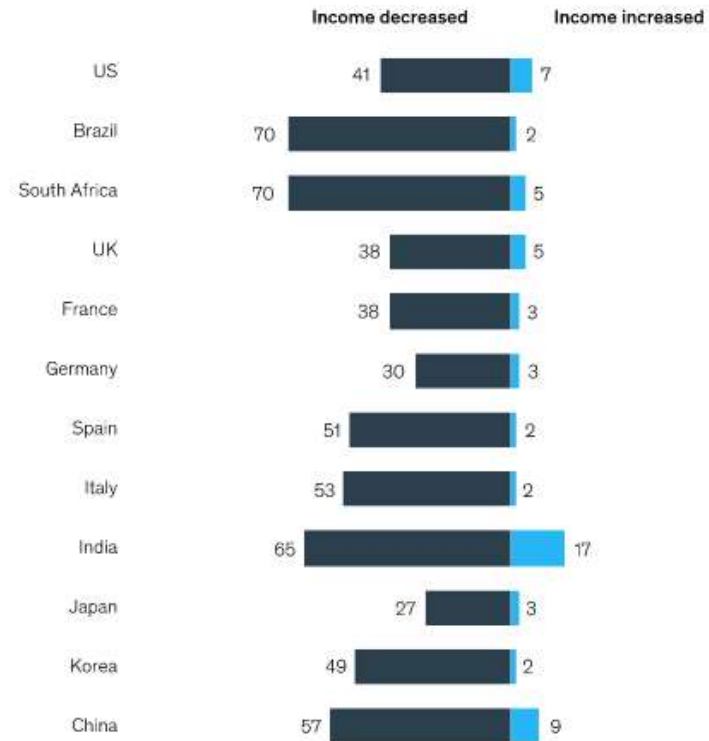
## Consumer income

Consumers globally continue to experience a decrease in income.

Exhibit 2A

### Consumers globally have experienced a decrease in income in the past 2 weeks.

Respondents who experienced a decrease vs. increase in income over the past 2 weeks<sup>1</sup>  
% of respondents

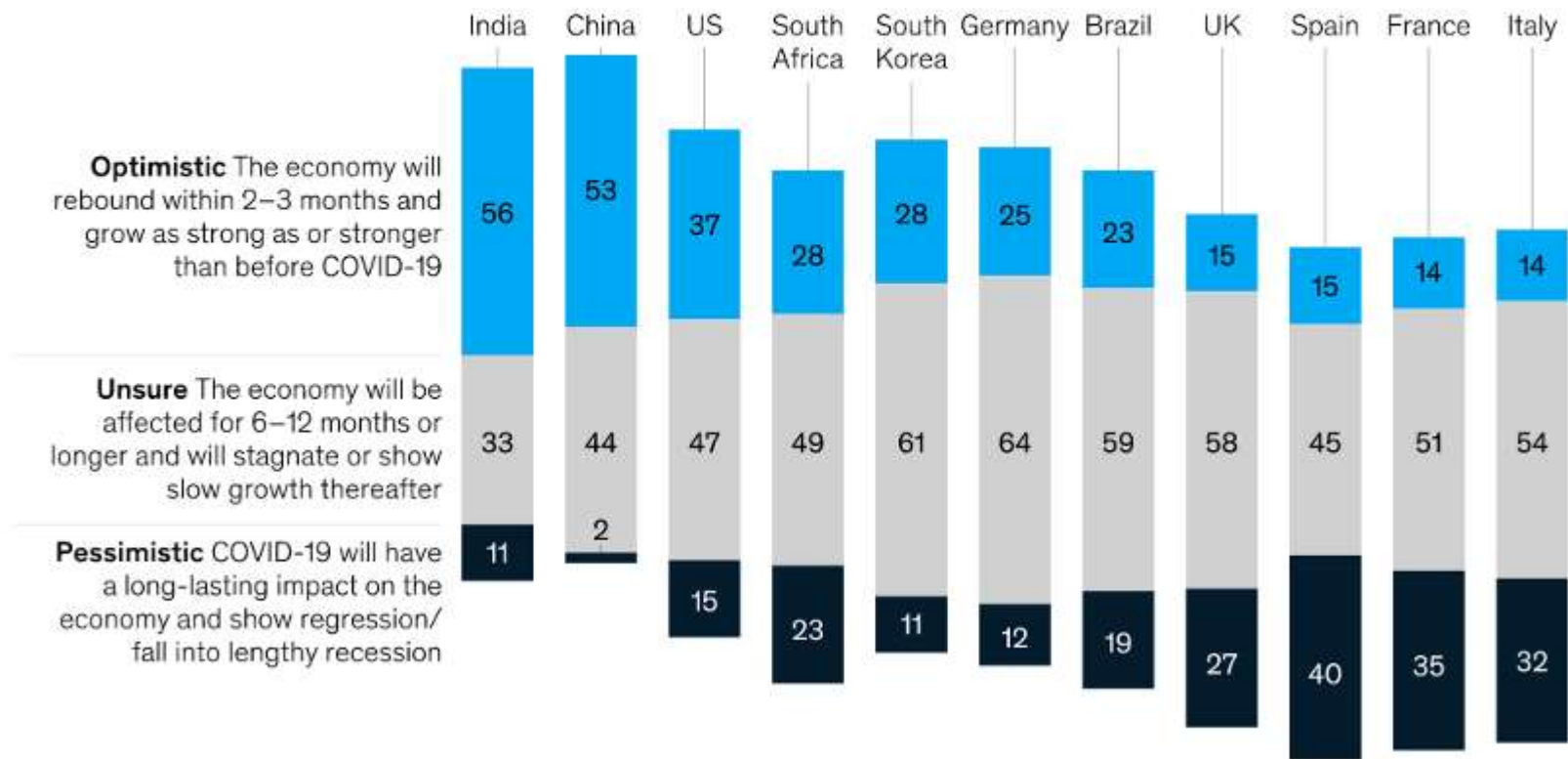


<sup>1</sup> Q: "How has the coronavirus (COVID-19) situation affected your (household) income over the past two weeks?"  
Source: McKinsey & Company COVID-19 Consumer Pulse surveys, conducted globally between March 15 and May 3, 2020.

# Consumers are pessimistic

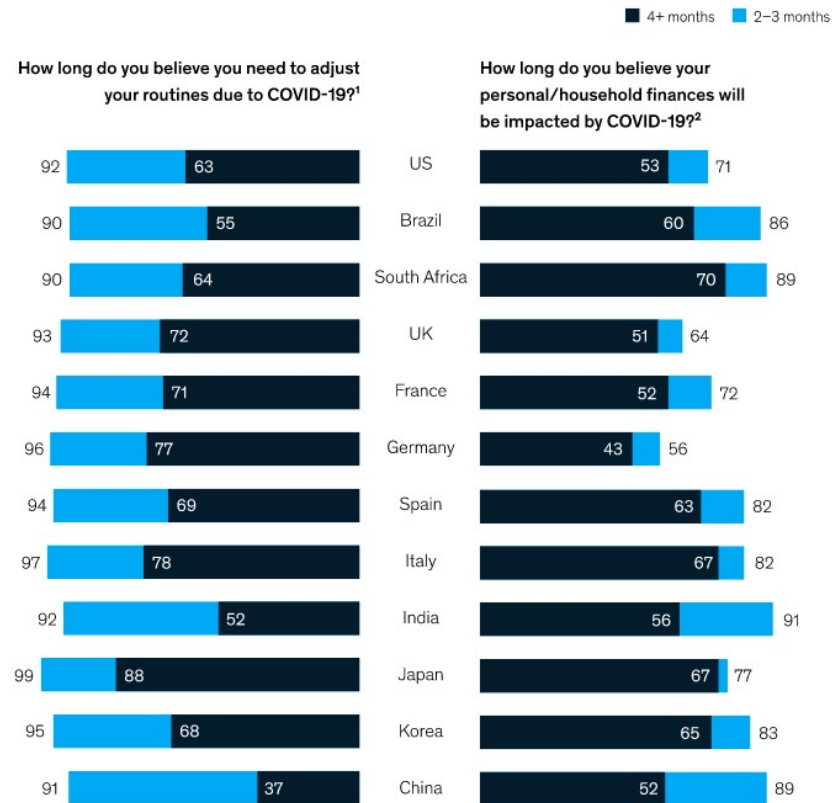
In most markets navigating the crisis, the majority of consumers are pessimistic or unsure about the economic recovery.

Confidence in own country's recovery in after-COVID-19 economy,<sup>1</sup> % of respondents



# Consumer expect long lasting effects

Consumers expect the effects of COVID-19 to be long-lasting.



<sup>1</sup>Q: "How long do you believe you need to adjust your routines, given the current coronavirus (COVID-19) situation, before things return back to normal in your country (e.g., government lifts restrictions on events / travel)?"

<sup>2</sup>Q: "How long do you believe your personal/household finances will be impacted by the coronavirus (COVID-19) situation?"

Source: McKinsey & Company COVID-19 Consumer Pulse surveys, conducted globally between March 15 and May 3, 2020

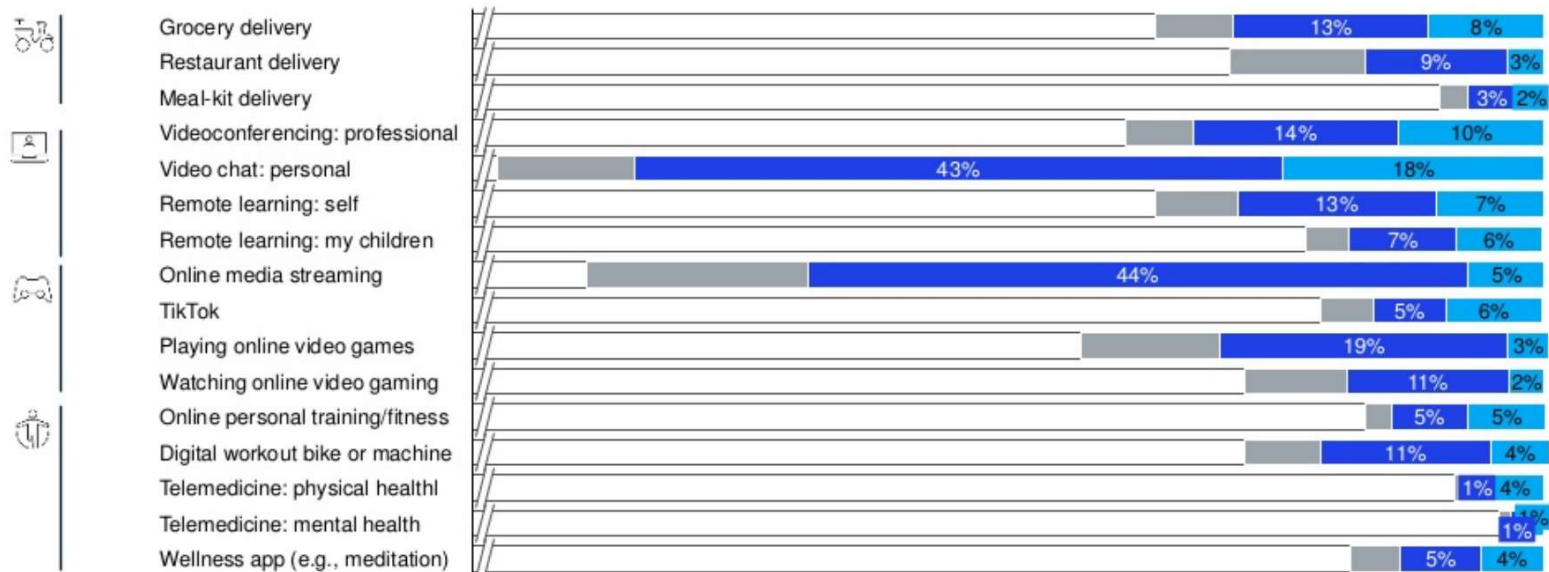


# WW and Spanish consumers are transitioning to online massively

## Spaniards have been increasingly adopting and using new digital and low-touch activities, including video chat and grocery delivery



Have you used or done any of the following since COVID-19 started<sup>1</sup>  Not using  Using same/less  Using more  Just started using  
% of respondents



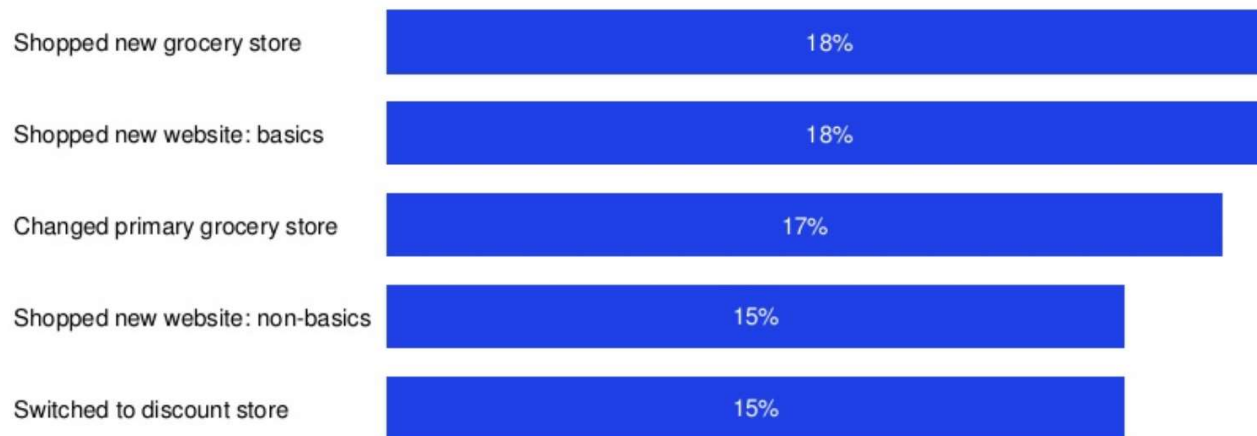
<sup>1</sup> Q: Have you used or done any of the following since the COVID-19 situation started? If yes, Q: Which best describes when you have done or used each of these items? Possible answers: "just started using since COVID-19 started"; "using more since COVID-19 started"; "using about the same since COVID-19 started"; "using less since COVID-19 started."

# WW and Spanish consumers shopping online and switching retailers

Clip slide

## Many consumers have switched retailers and shopped new websites

Have you used or done any of the following since COVID-19 started<sup>1</sup>  
% of respondents





# Short term







# Consumer 5.0

## Key digital trends acceleration:

1. **Super informed and empowered consumer**
2. Data, personalization and service.
3. Omnichannel
4. Consumer energy



problems ford fiesta



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Aproximadamente 10.500.000 resultados (0,50 segundos)

[www.fordproblems.com](http://www.fordproblems.com) › [models](#) ▼ [Traducir esta página](#)

### Ford Fiesta Problems and Complaints - Ford Problems

What **problems** can you expect with the **Fiesta**? Owners share their top complaints, and which model years to avoid.

[www.motorbiscuit.com](http://www.motorbiscuit.com) › [Cars](#) ▼ [Traducir esta página](#)

### The Worst Ford Fiesta Model Year You Should Never Buy

15 mar. 2020 - But many of the **issues** reported about the 2011 **Fiesta's** doors were downright dangerous. Separate components of the car's door such as the ...

#### Vídeos



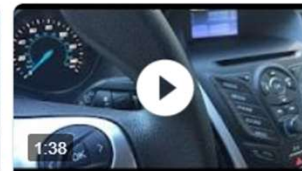
Ford Fiesta owner describes problems with transmission

Detroit Free Press  
YouTube - 12 jul. 2019



Problems with the Ford Focus and Ford Fiesta

Stern Law, PLLC  
YouTube - 24 oct. 2016



Problems with Ford Automatic Transmissions (Focus & Fiesta)

Stern Law, PLLC  
YouTube - 24 oct. 2016



[www.carsguide.com.au](http://www.carsguide.com.au) › [ford](#) › [pr...](#) ▼ [Traducir esta página](#)

### Ford Fiesta Problems and Reliability Issues | CarsGuide

Are you having **problems** with your **Ford Fiesta**? Let our team of motoring experts keep you up to date with all of the latest **Ford Fiesta issues** & faults. We have ...

[www.carcomplaints.com](http://www.carcomplaints.com) › [Fiesta](#) ▼ [Traducir esta página](#)

### Ford Problems Overview | CarComplaints.com

Compare **Ford Fiesta** complaints, **problems**, & worst model years. There are 665 complaints on



Roll over image to zoom in



VIDEO

## BISSELL Cleanview Rewind Pet Deluxe Upright Vacuum Cleaner, 24899, Green

by Bissell

★★★★☆ 713 ratings

**Amazon's Choice** for "bissell cleanview rewind pet deluxe upright vacuum cleaner, 24899"

Price: **\$149.99** + \$339.64 Shipping & Import Fees Deposit to Spain [Details](#)

Style: **Vacuum Only**

Rewind Bagless+Extra Belt+Extra Filter --	Rewind Bagless+Hand Vacuum 1 option from \$219.98	<b>Vacuum Only</b> <b>\$149.99</b>
--	--	---------------------------------------

<b>Color</b>	Green
<b>Item Dimensions L x W x H</b>	13 x 14 x 46 inches
<b>Brand</b>	Bissell
<b>Surface Recommendation</b>	Hard Floor
<b>Model</b>	24899

### About this item

- Every BISSELL purchase helps save pets. BISSELL proudly supports BISSELL Pet Foundation and its mission to help save homeless pets.
- Triple Action Brush Roll loosens, lifts and removes embedded dirt and pet hair from multiple surfaces
- Scatter-Free Technology reduces scatter on hard floors
- Automatic Cord Rewind wraps the 27' power cord for you so you never have to wrap the cord again
- Edge-to-edge cleaning provides a powerful clean all the way to the edge of every room in your home
- Large capacity, Easy Empty Dirt Tank empties with the press of a button
- Specialized pet tools including the Pet TurboEraser Tool, Pet Hair Corner Tool, Dusting Brush, Crevice Tool, and Extension Wand are kept close by while cleaning with on-board storage

### Customer ratings by feature

Easy to use	★★★★☆	4.7
Easy to assemble	★★★★☆	4.7
Suction power	★★★★☆	4.6
Easy to clean	★★★★☆	4.5

[See all reviews](#)

ACCIÓ

Generalitat de Catalunya



# Online reviews Son la segunda fuente más fiable de información para el 70% de los consumidores

Nielsen study 28.000 internet users





# FACULTY & RESEARCH



FACULTY

RESEARCH

FEATURED TOPICS

ABOUT

publicat



## Michael Luca

Assistant Professor

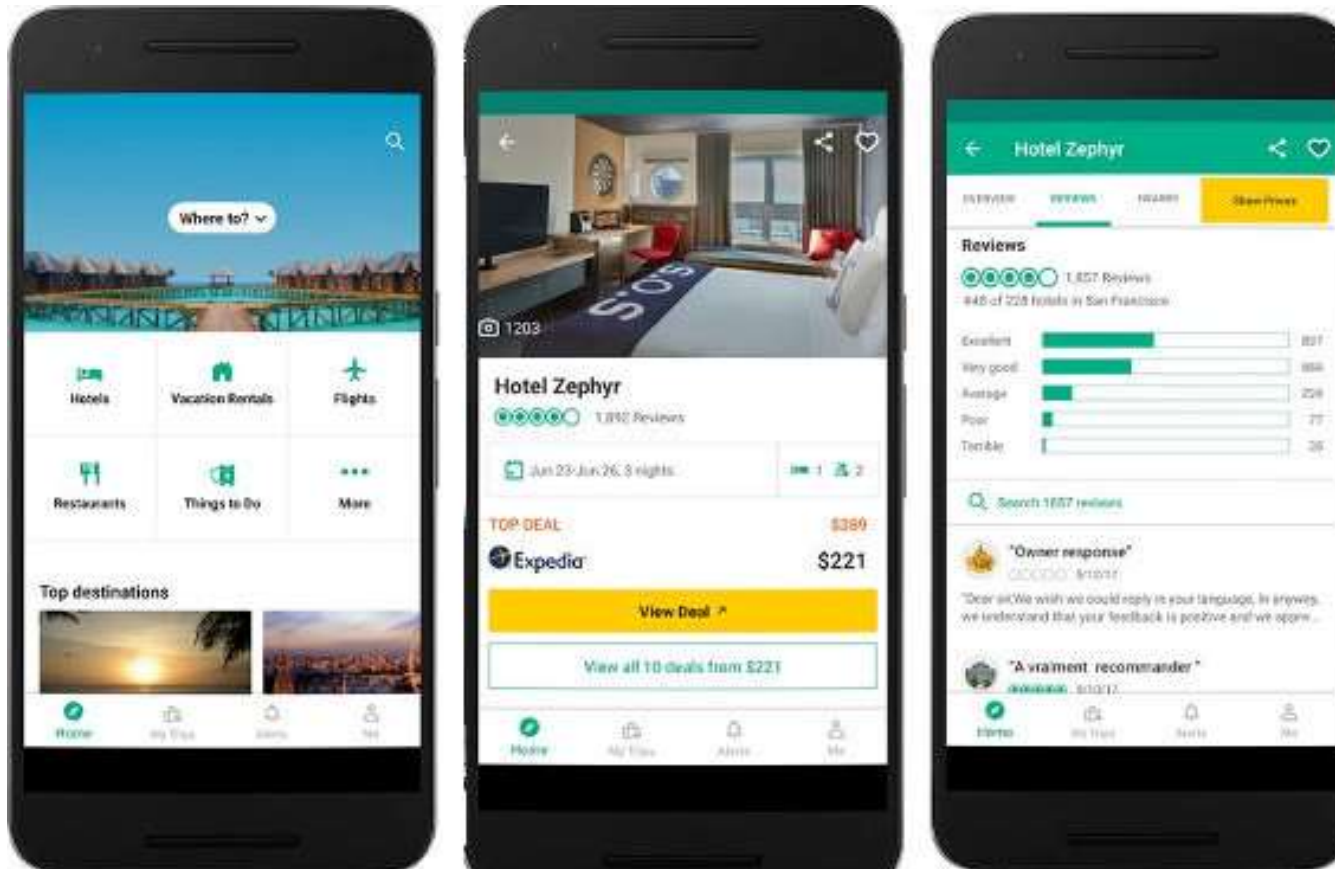
Michael Luca is a faculty member at Harvard Business School. He works closely with companies that are data-driven, and has ongoing collaborations with the Washington State Department of Revenue, and the City of Seattle.

 [Print Entire Profile](#)

Do online consumer reviews affect restaurant demand? An investigation of Yelp.com and restaurant data from the Washington State Department of Revenue

MORE

# Contextual information





Clients have completed

70%

of their purchase process when they contact the seller



US data B2B study Google

# Consumers today..

- Can access full information
- Choose conversations with brands
- Can lead conversations at scale

In summary they are **active partners**



# Consumer 5.0

## Key digital trends acceleration:

1. Super informed and empowered consumer
2. **Data, personalization and service.**
3. Omnichannel
4. Consumer energy

**An angry man walked into a store...**

---






**Your nursery.  
Your style.**

SEE MORE INSPIRATION →



**It's glow time.**



**CREATE YOUR REGISTRY** →





**Your nursery.  
Your style.**

SEE MORE INSPIRATION →

**All things mobile.  
All in one place.**



GET MOBILE



**get a move-on,  
mucus.**

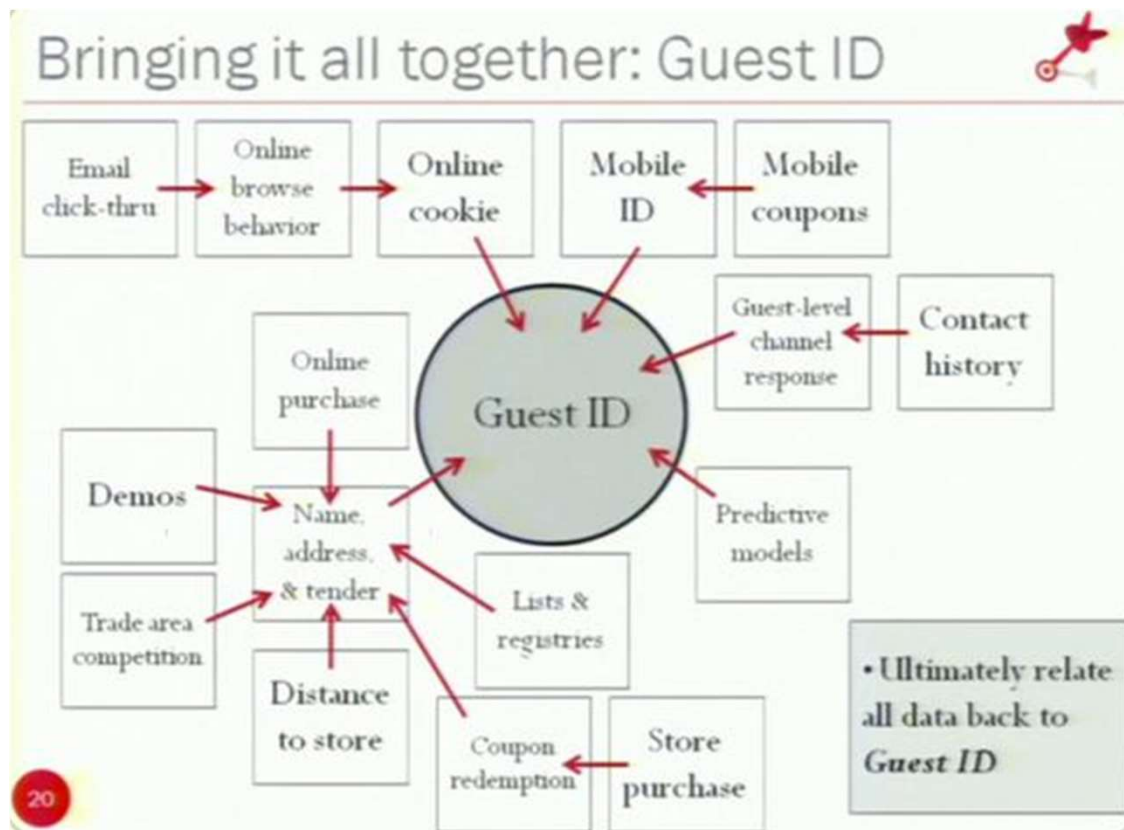
learn more >

**Mucinex**

Use as directed.

**Target's analysis takes customer data from MANY interaction points, both physical and online and relates them back to the GUEST ID**



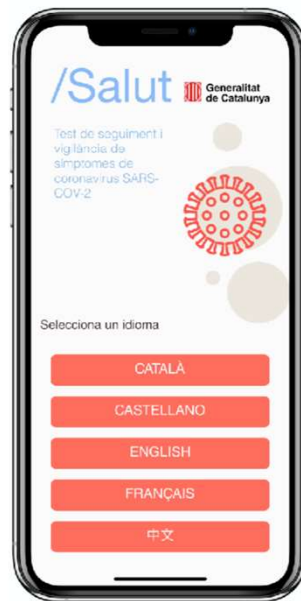
- Online browsing
- Online Cookie
- Email click-thru
- Mobile
- Registries
- Coupon redemption
- Store purchase
- Demos



**Estimates that it has made \$1B  
by being able to predict who is  
pregnant...**









# Consumer 5.0

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# Customer Journey

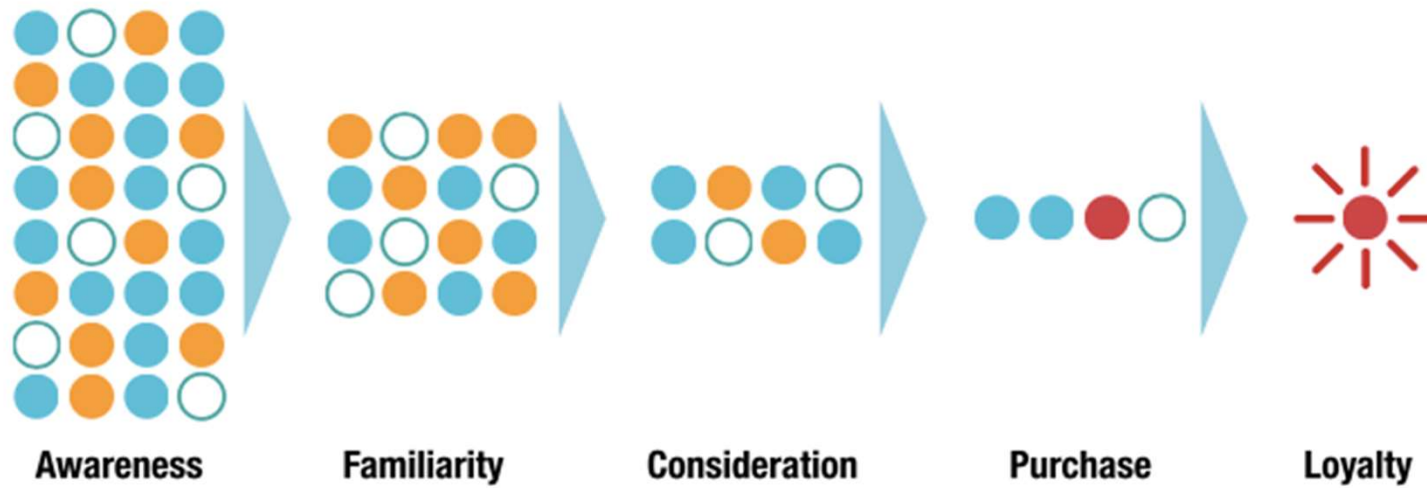
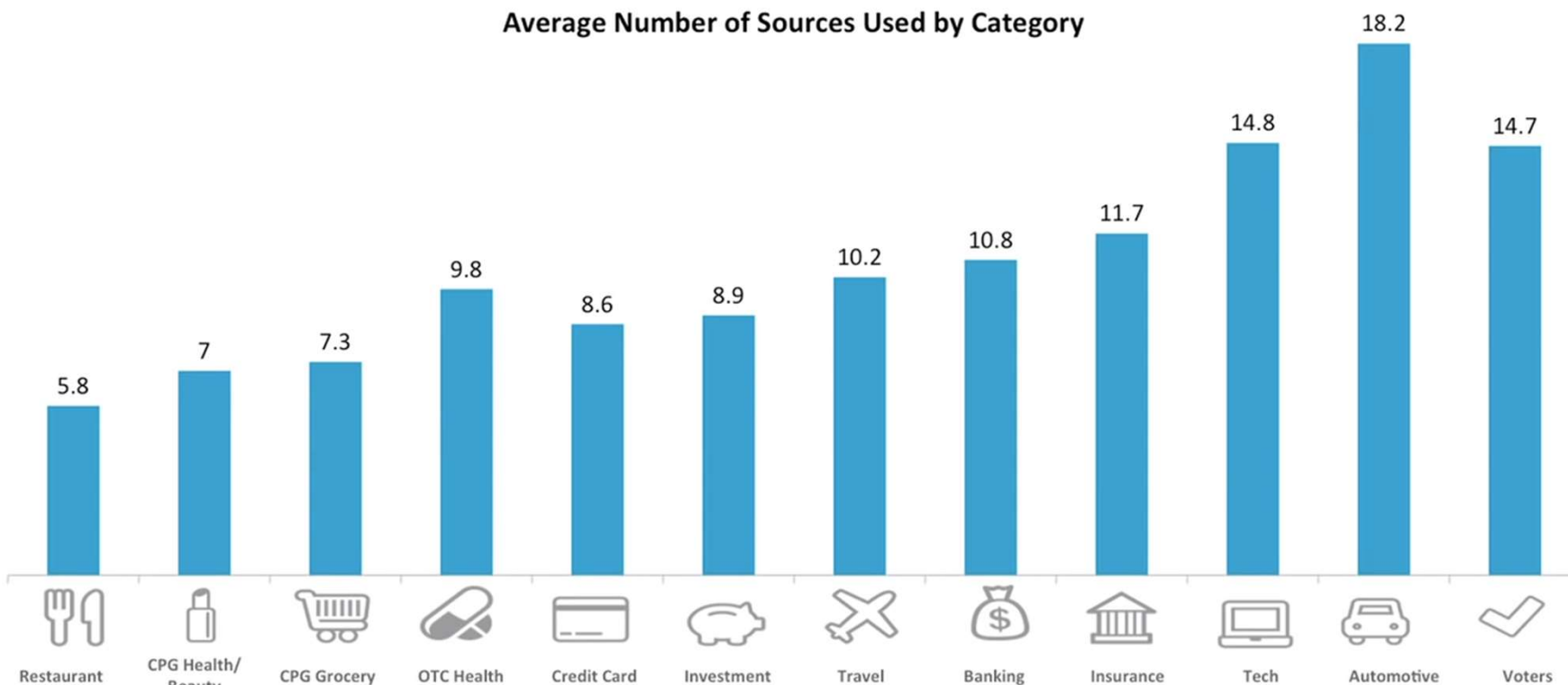


Illustration by: David C. Edelman and Marc Singer



# Shopping more considered than ever before

Average Number of Sources Used by Category



© 2013 Inmar, Inc. All Rights Reserved.

Google ZMOT Study, 2011

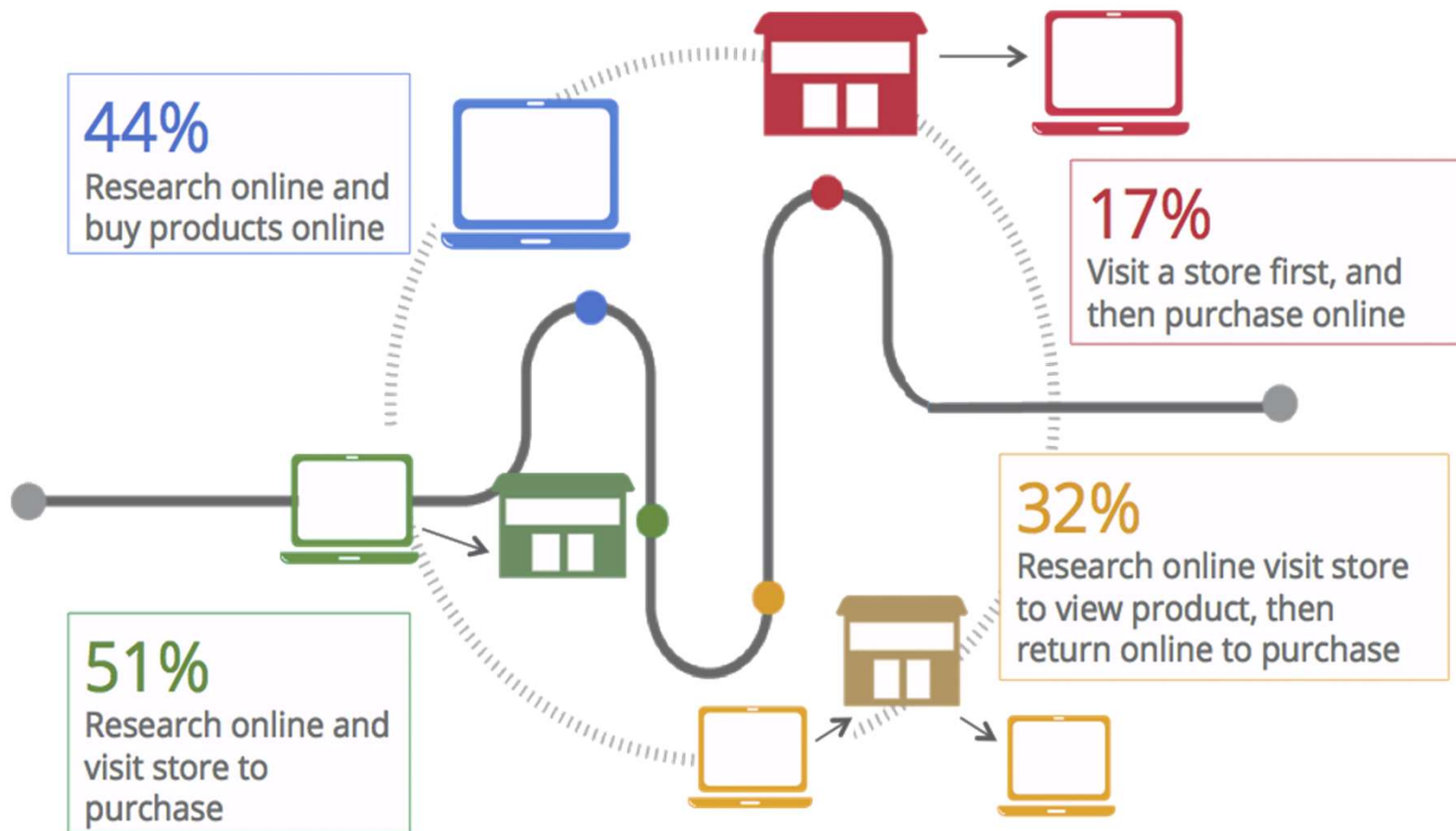


Image credits & Source: Google & Ipsos Holiday Shopping Intentions Study

# DIGITAL DRIVES IN STORE CONVERSION

## Digital Impact on In Store Conversion

USING DIGITAL BEFORE	USING DIGITAL DURING	CONVERSION

Source: Deloitte Digital, "The New Digital Divide," :



# Empieza tu compra en Mercadona

Introduce tu código postal y dependiendo de tu ciudad accederás a la nueva compra online o a la web clásica.

[ENTRAR](#)



REBECCA MINKOFF

ebay inc<sup>™</sup>



PDV DIGITAL

Personalized touch-screen displays

Wi-Fi beacons

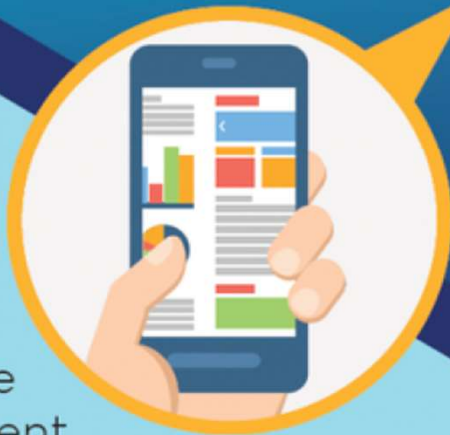
Smart mirrors help shoppers with on-premise virtual shopping



Smart digital price tags

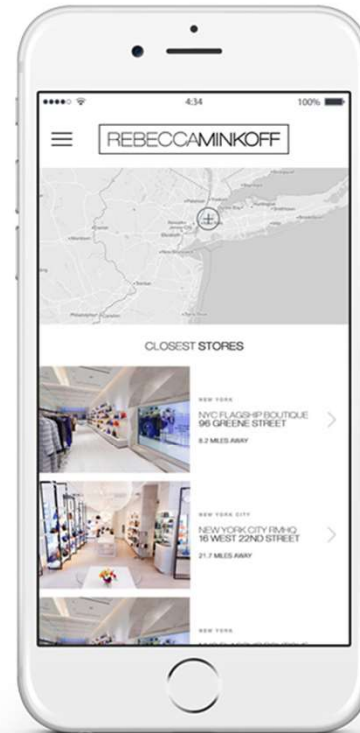
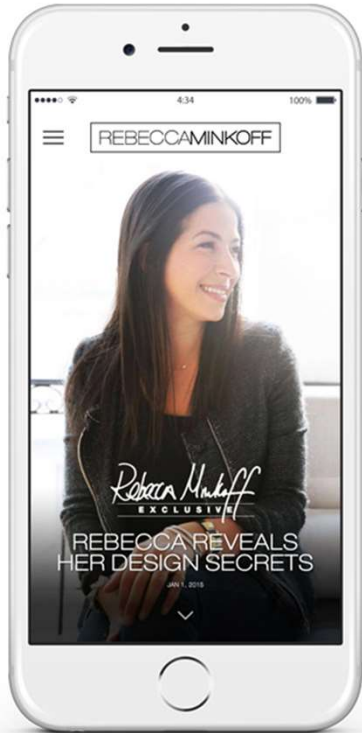
In-store pickups for online purchases

Mobile payment checkout



In-store 3D Printer for custom products, parts, and accessories.

# REBECCAMINKOFF





Comunidad liderada por la personificación de la marca con la propia Rebecca Minkoff

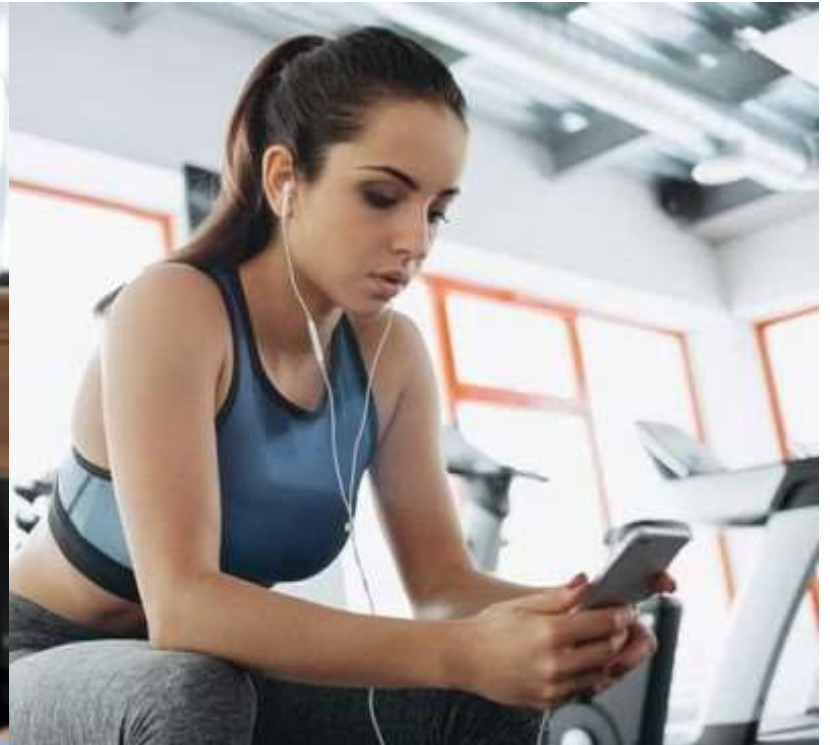


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enterprise europe network





# Inmediatez y virtualización de procesos



30 Oct  
2017

El Grupo Duet introduce asistentes virtuales en sus centros Duet Fit

Escrito por Redacción. Publicado en Noticias



¿Te puedo ayudar?



**Óscar F.**

**DUETFIT**  
Vía Augusta



¡Hola! Gracias por comunicarte con Duet Fit Vía Augusta. Soy un asistente virtual: hazme una pregunta específica e intentaré ayudarte.

Escriba aquí su pregunta

ENVIAR

© 2018 - DUET FIT, S.L. - NIF B65981953  
Privacidad - Política de Cookies

# Gamificación



**Duet Fit Sagrada Família**

Publicat per Hootsuite [?] · 11 octubre de 2016 · 🌐

WeFitter y GrupoDuet te recompensan por hacer deporte! 😊  
Supera el #RetoDuet y podrás ganar 1 año gratis en un gimnasio del Grupo Duet. 🏋️ <https://www.wefitter.com/challenges/retoduet1year...>



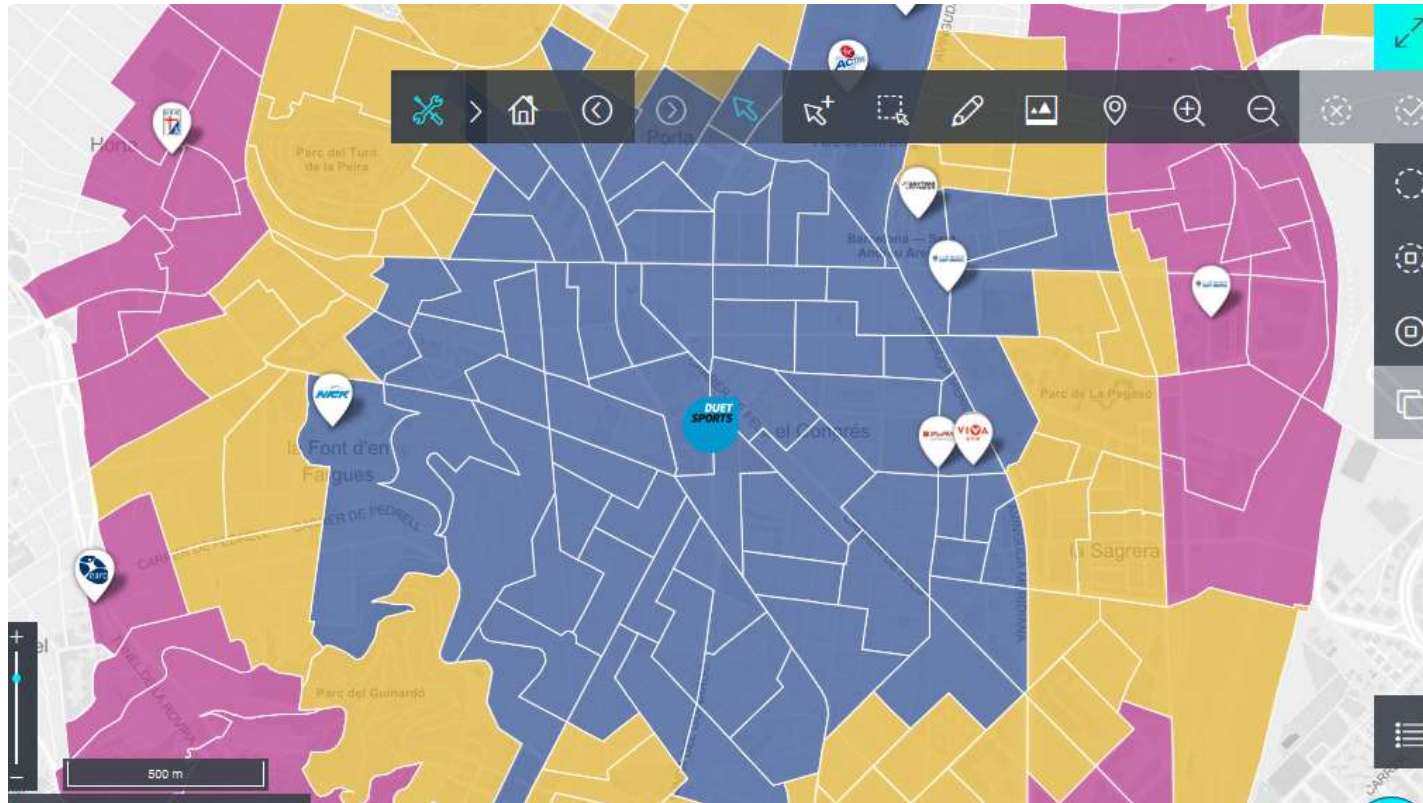
WEFITTER.COM

**Going to the gym for FREE? YES! Meet the #DuetChallenge and you could...**

# Contenidos expertos



# Data analytics y geomarketing



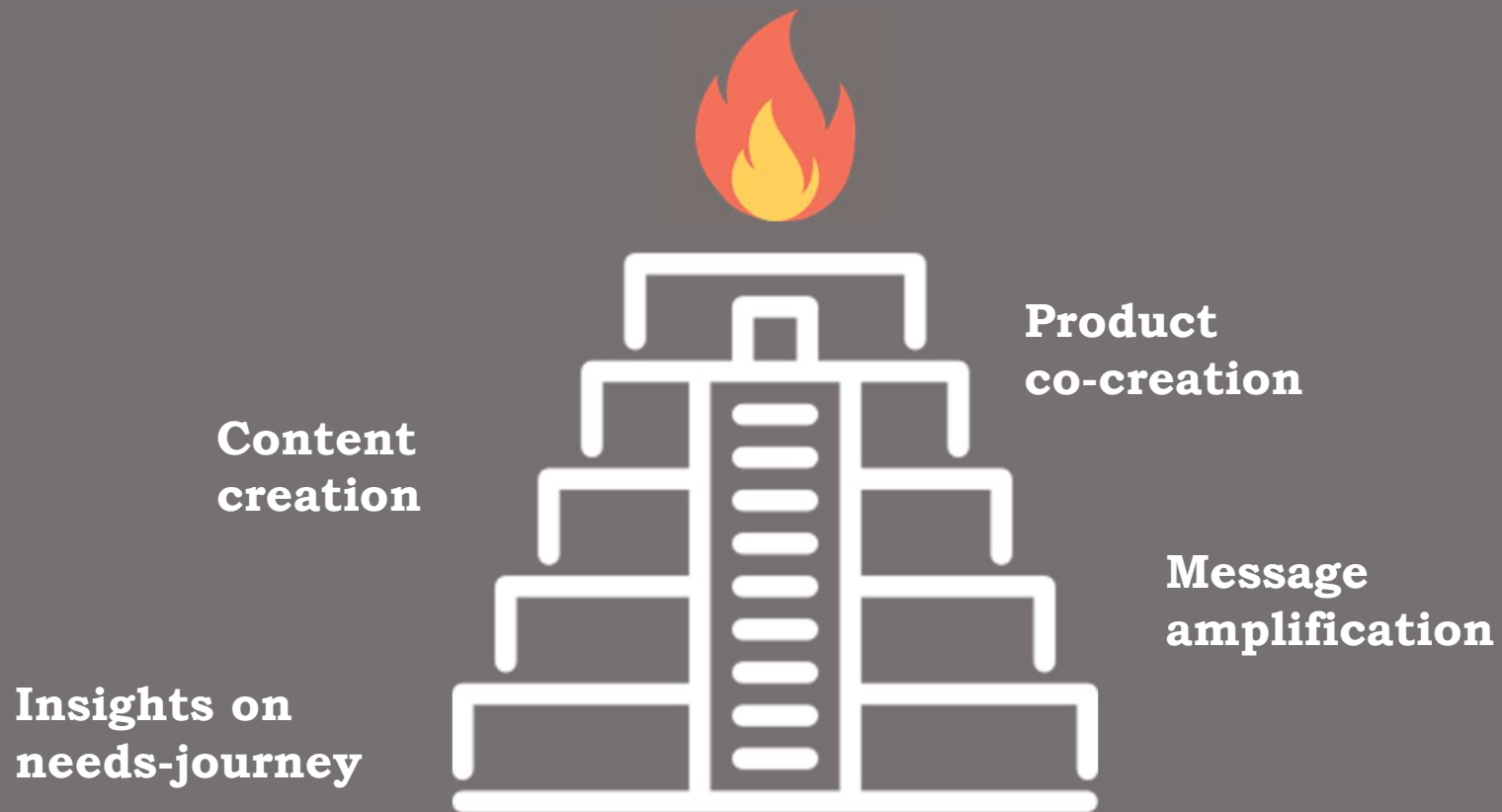


# Consumer 5.0

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1. Super informed and empowered consumer
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4. **Consumer energy**

# Consumer energy





**giffgaff**

the network  
run by you

\ | /

**UK's #1**

**SIM provider**





# We have members, not customers

~~customers~~



members





Get Help



Community



Search Contribute



Search Contribute...



Get help



Forum



[Forum Index](#) > [Contribute](#)

# Contribute

giffgaff is run by you: post your feedback, take part in giffgaff projects and have your say in upcoming developments.



Start a topic

< Previous 1 2 3 ... 863 Next >



### We're building a new app - We Need You!

Started by: **alex\_app**

Latest by: **dtuxcomp**



3 days ago



186



### The gaff - 14th September 2018

Started by: **willp789**

Latest by: **costahay**



15 hours ago



28



### Help and support .

Started by: **spacefrog**

Latest by: **kath72**



40 mins ago

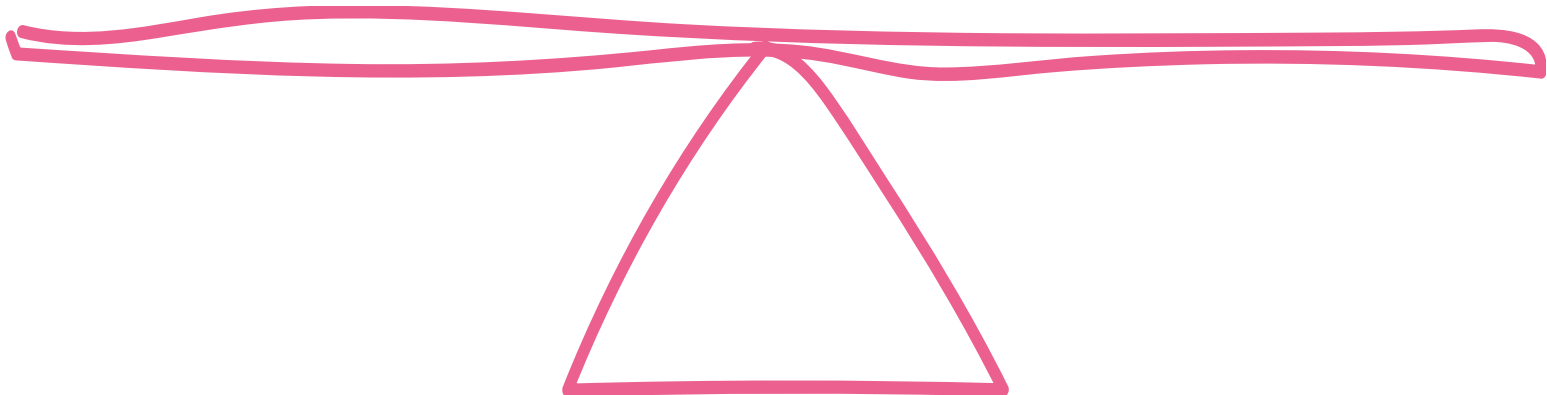


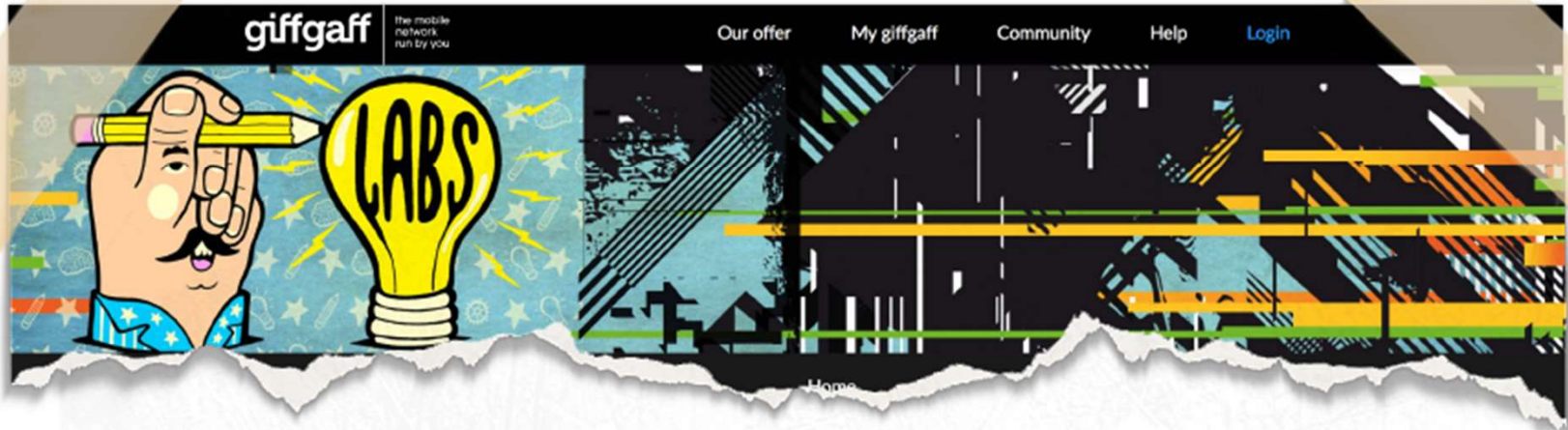
10

# Super Recruiter generates more sales than our Display activity at x10 lower cost








An advertisement for a Giffgaff SIM card. The background is black. At the top left is the 'giffgaff' logo. Below it, a green banner says 'For only £7.50 get:'. To the left is an image of a white Giffgaff SIM card. To the right is a list of benefits: '250 minutes', '500MB 4G data', 'Unlimited texts', and 'Free calls &amp; texts to giffgaff numbers'. At the bottom right is a yellow button that says 'Order a Free SIM'. Small text at the bottom left says 'Terms apply'.





**An idea implemented**

**every 4.5 days**

		Overall average	BT Mobile	EE	giffgaff	O2	Tesco Mobile	Three	Virgin Mobile	Vodafone
Satisfaction		91%	-	93%	98%*	92%	97%*	89%	86%*	88%*
Customers with a reason to complain		4%	-	2%*	1%*	3%	3%	3%	4%	7%*
Average call waiting time (mm:ss)		00:58	00:43	00:53	-	01:17	00:51	00:52	00:58	-
Ofcom complaints per 100,000 subscribers		21	47	14	-	12	3	13	33	48
Satisfaction with complaints handling		56%	-	61%*	60%	57%	67%*	57%	49%*	47%*

**control**



influence



# Thank you

Pau Virgili

 [linkedin.com/in/pauvirgili](https://www.linkedin.com/in/pauvirgili)

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 Generalitat  
de Catalunya

 enterprise  
europe  
network  
Amplien l'èmpre i la seva empresa

 European  
Commission