

3 KEY STEPS

to re-imagine
the customer journey
post pandemic



xtensTM
CONSULTING

UNDERSTANDING LASTING IMPACT

Social isolation

+ Lack of physical contact

+ Economic uncertainty

+ Loss of simple pleasures

= **SHAKEN CONSUMERS**

SHAKEN CONSUMERS

- Pandemic related fears part of spending considerations in any decision.



- Desire for interactions and adventures in the future.

DISRUPTED PURCHASING PATTERNS



Loss of commuting and associated buying

Splurge spending up for those bored during lockdown



Stocking up on core supplies

Spending down for those with lost income



New interest in discount retailers

Expanded digital retail comfort and telemedicine



Home as haven prompting home spending



The **consumers' way of life** has been shaken up from a change to their **usual habits**.

3 KEY STEPS TO RESHAPE THE CUSTOMER JOURNEY

Understanding new purchasing preferences

+ UNDERSTANDING



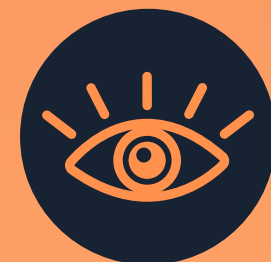
+ EASE



Assuring a low customer effort in every action

Provide proactive attentions

+ ANTICIPATION





**Our experience strategists at Extens Consulting
are ready to partner with you
to achieve new levels of customer caring.**

 **Email us at c.mainville@extens-consulting.com**

***We look forward to meeting you.
Let's get this done together.***

Multiple copies available for your communication,
please email c.mainville@extens-consulting.com for use.

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