

In Savant's second digital roundtable the conversation was about CX and how it has evolved over the past year. The participants representing major retailers and brands in the clothing and food industries had a lively discussion about issues informing the customer journey, delivery and how to cope with explosive growth in online demand.

Participants shared how starting with the first lockdown online demand, order volume exploded leading to necessary fast increases in warehousing, delivery and carrier partnerships, but still delivery times became longer. Next day delivery became next week delivery. They agreed that new models of sharing data with delivery partners and carriers are needed to optimise the post purchase customer experience.

All participants affirmed that the pandemic sent the digitisation processes of their companies into overdrive with overwhelming support from management to drive it forward. A prominent food brand saw its share of digital sales go from 40% to 60 % of total sales within a few weeks and numbers have not returned to pre-pandemic levels.

Some of the participant's companies struggle with omnichannel strategy, especially with the ever-increasing shift to mobile. Customers are reluctant to order high cost items via mobile.

However a major food company saw success with its Halloween app which became the second most downloaded app in the United States allowing them to reach their customers more directly than ever and to gain valuable insights.

ROUNDTABLE 2

CX