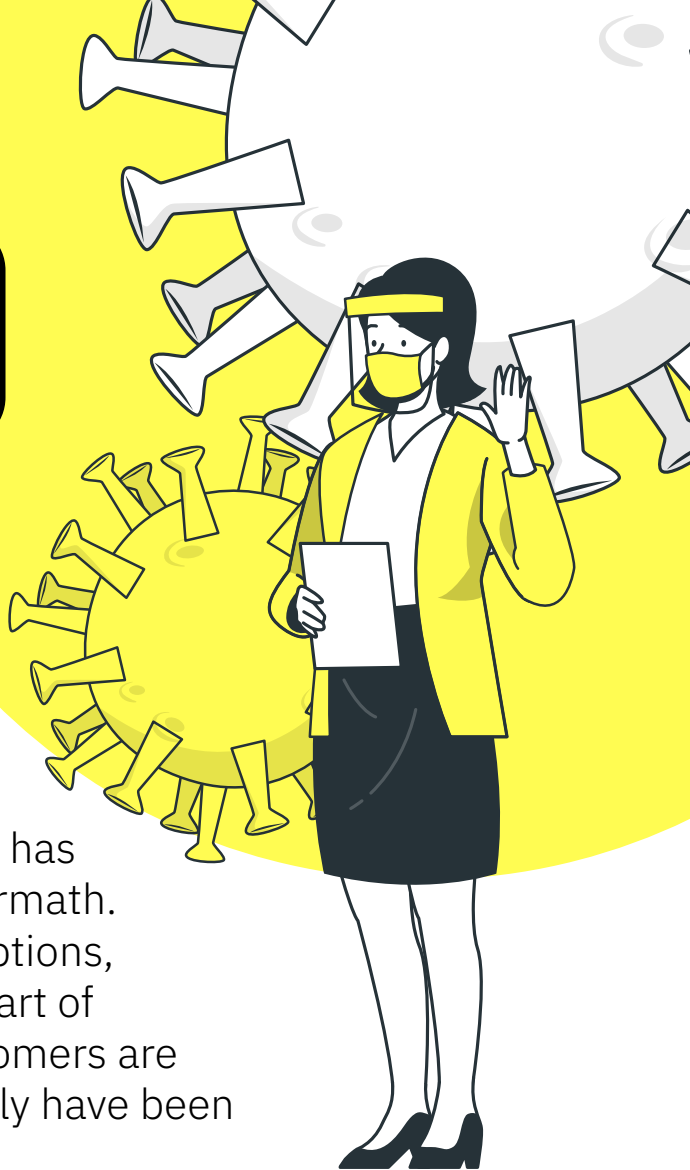


Customers Don't Give Businesses a "PANDEMIC PASS"

In many scenarios, business responsiveness has been imperiled by the pandemic and its aftermath. Due to worker shortages, supply chain disruptions, and even purposeful "shrinkflation" on the part of businesses trying to reduce their costs, customers are being forced to wait in ways that would largely have been unthinkable pre-pandemic.



The interesting question is not why customers have to wait, but whether they understand and will tolerate it. This study shows customers are not particularly sympathetic to businesses' plight, and in fact expect businesses to be MORE responsive than before the pandemic, at least in terms of response time.

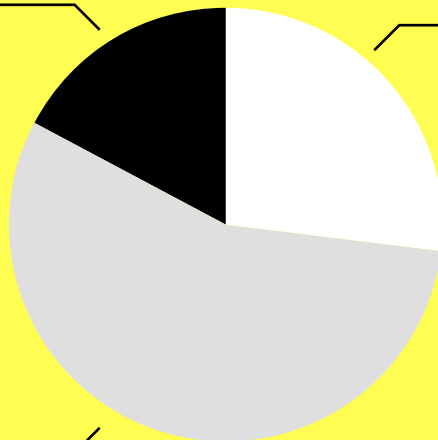
Do Customers Expect Business to Be As Fast or Faster Than Before the Pandemic?



17%
Slower

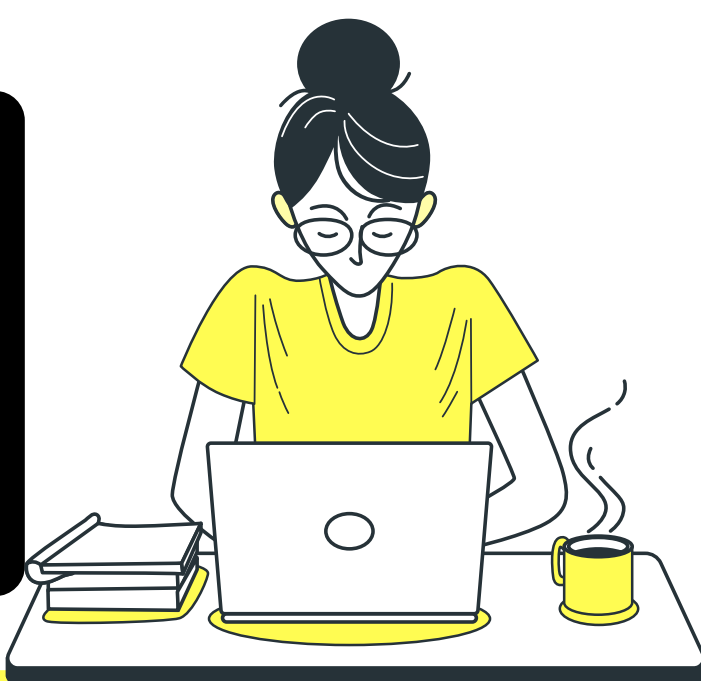
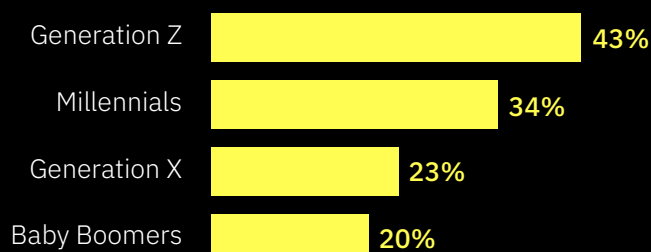
27%
Faster

56%
The Same



Younger Consumers Have Less Sympathy for Business Than Older Consumers

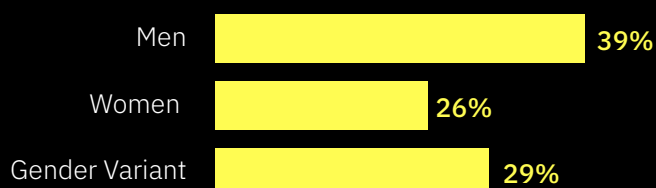
Expect Businesses to Reply Faster Since the Pandemic



Male Consumers Have Less Sympathy for Business Than Do Female Consumers



Expect Businesses to Reply Faster Since the Pandemic



The Bottom Line

The COVID pandemic has created unthinkable disruptions in the operations of many businesses, with others making proactive cuts to customer service and frontline workers to try to offset revenue declines.

Despite companies investing in a lot of online and offline signage and mea culpas, pleading for patience, customers largely are unsympathetic to these delays. 83% of customers expect businesses to respond as fast or faster than before the pandemic.

Businesses would be wise to spend fewer resources on trying to explain and apologize, and more resources on just responding more quickly

Learn More

Download the entire study at [TheTimeToWin.com](https://www.thetimetowin.com)