Technology INDUSTRY: COVID-19 SOCIAL LISTENING

APRIL 8, 2020

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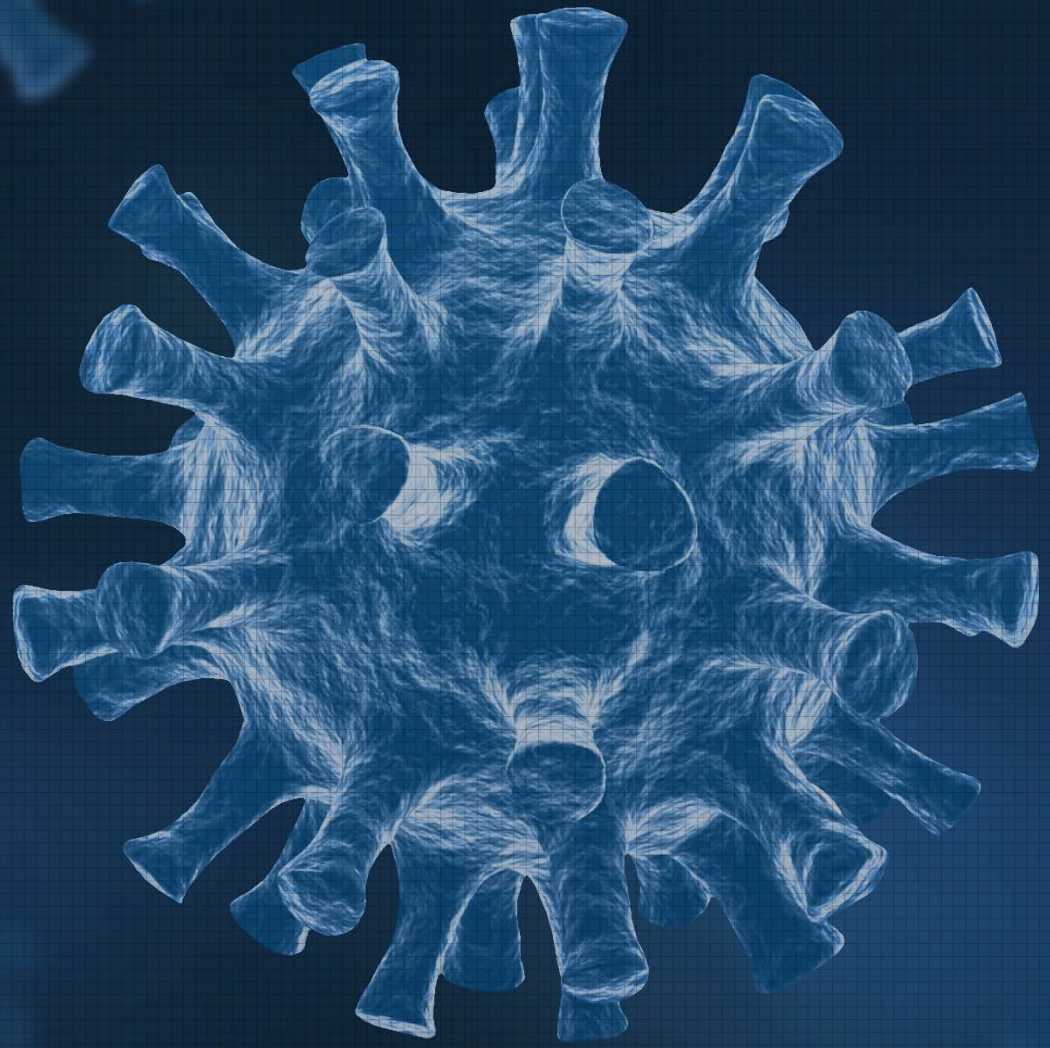

AS COVID-19 HAS IMPACTED ALL AREAS OF TECHNOLOGY OVER THE PAST MONTH, WE HAVE SEEN A SPIKE IN SOCIAL MEDIA CONVERSATIONS RELATED TO TECHNOLOGY AND COVID-19.

MANY TECHNOLOGY SECTORS APPEAR TO BE A LIGHT DURING THIS DIFFICULT TIME, THOUGH MUCH IS STILL UNCERTAIN. PEOPLE APPEAR TO BE TURNING TO STREAMING SERVICES, VIDEOCONFERENCING AND ONLINE ORDERING IN DROVES, NOT ONLY OUT OF NECESSITY BUT FOR SOCIALIZATION AS WELL.

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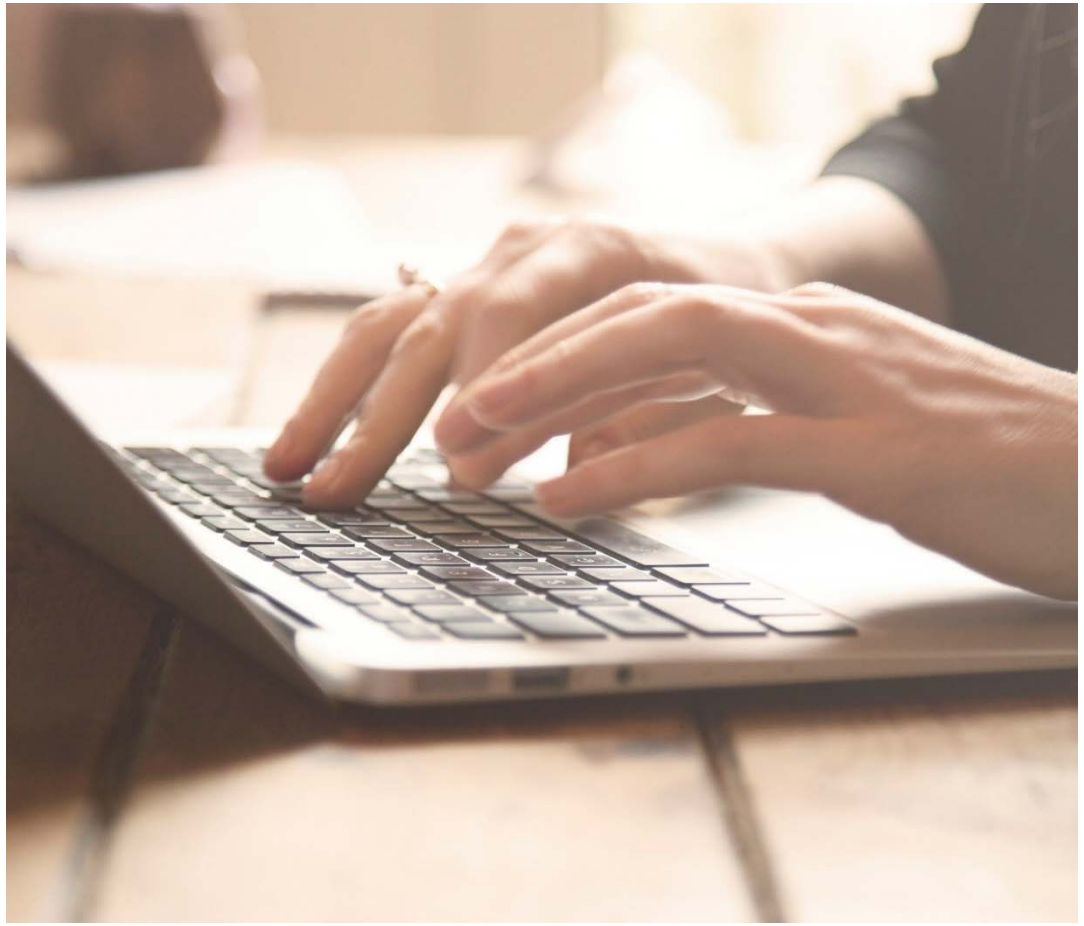

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A LOOK AT HOW THE TECHNOLOGY INDUSTRY HAS BEEN IMPACTED BY COVID-19…

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VIDEO STREAMING SERVICES SEE ENORMOUS GROWTH, BOTH IN DOWNLOADS AND USAGE AS CUSTOMERS SPEND MORE TIME AT HOME

VIDEO STREAMING SERVICES

- Downloads for Netflix surge in March, both domestically and internationally.
- While Netflix streaming in the U.S. is up, Disney+ has taken the top spot for number of downloads, both in the U.S. and globally.

NETFLIX

31%	2X	100%	33%
UNITED STATES	HONG KONG	ITALY	SOUTH KOREA

Source:
The Motley Fool, "Netflix Subscribers Spike in Areas Ravaged by Coronavirus" https://www.fool.com/investing/2020/03/17/netflix-subscribers-spike-areas-hit-coronavirus.aspx
Nasdaq, "Is Coronavirus Boosting Netflix's Subscriber Growth?", https://www.nasdaq.com/articles/is-coronavirus-boosting-netflixs-subscriber-growth-2020-03-08

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PEOPLE ARE TURNING TO VIDEO GAME STREAMING EVEN MORE, USING IT AS A SUBSTITUTE FOR PROFESSIONAL SPORTS

VIDEO GAMING STREAMING SERVICES

- Video game streaming is gaining in popularity as more time is spent at home. With the cancellation of sports, viewers are turning to video game streaming instead.
- Professional athletic events have been canceled and viewers are turning to video game streaming as an alternative.

Increase in Gaming Traffic Overall
(since January 2020)

400%

PlayStation Now
XBOX Project xCloud
NVIDIA GEFORCE NOW
STADIA

Source:
The Motley Fool, "Video Gaming Streaming Surges in Popularity Due to Coronavirus:, https://www.fool.com/investing/2020/03/23/video-game-streaming-surges-in-popularity-due-to-c.aspx

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A BRIGHT SPOT AMID THE PANDEMIC, VIDEOCONFERENCING IS SURGING, USED BOTH FOR WORK AND SOCIALIZATION

VIDEOCONFERENCING

There has been a **300% growth** in teleconferencing apps in the U.S. in the last month.

zoom — **2.2 MILLION** — New users in 2020, already higher than total user base in 2019

Teams — **37%** — Growth in daily active user accounts since the beginning of March

Skype — **70%** — Increase in usage since the beginning of March

Source:
NY Times, "Big Tech Could Emerge From Coronavirus Crisis Stronger Than Ever", https://www.nytimes.com/2020/03/23/technology/coronavirus-facebook-amazon-youtube.html

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COVID-19 IS CHANGING THE WAY AMERICANS BUY GROCERIES AND IT MAY HAVE A LASTING IMPACT ON THE SUPERMARKET INDUSTRY

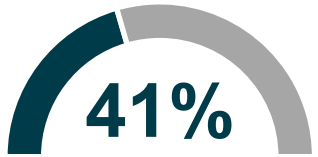
ONLINE GROCERY SHOPPING

Last year, only 4% of grocery sales in the U.S. were online, but now, Instacart, Walmart's grocery app, and Shipt have increased their downloads compared to last year:

instacart	+218%
Walmart	+160%
Shipt	+124%

In the past week, **1/3 of consumers** said they purchased **groceries for online pickup or delivery**…

…and of these consumers,



were using online pickup or delivery for the first time.

Similar shifts to online grocery shopping occurred in China and South Korea during the pandemic.

Source:
CNN, "Coronavirus will change the grocery industry forever", https://www.cnn.com/2020/03/19/business/grocery-shopping-online-coronavirus/index.html

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PEOPLE ARE USING DELIVERY APPS EVEN MORE (UP 16% IN 2020), BOTH FOR CONVENIENCE AND TO MINIMIZE CONTACT

RESTAURANT DELIVERY APPS

- With **6.7 million downloads of Uber Eats in the past month**, it is the **most downloaded food delivery app**. Users of food delivery apps have increased 16% since last year.
- However, **walk-outs and strikes are being organized** among delivery drivers and **could pose major problems** for these tech companies.
- **Though food delivery is up overall, grocery is up more**, taking some share away from restaurant delivery.

Overall Downloads

1	Uber Eats
2	Grab
3	Domino's
4	iFood
5	Foodpanda
6	Zomato
7	KFC Home Delivery
8	DoorDash
9	Swiggy
10	Glovo

App Store Downloads

1	Uber Eats
2	DoorDash
3	Fresh Hema
4	KFC Home Delivery
5	Ding Dong
6	Domino's
7	Yelp
8	Dmall
9	Grab
10	Foodpanda

Google Play Downloads

1	Uber Eats
2	Grab
3	Zomato
4	iFood
5	Swiggy
6	Domino's
7	Foodpanda
8	Gojek
9	KFC Home Delivery
10	Glovo

Note: Does not include downloads from third-party Android stores in China or other regions.

Source:
SensorTower: "Top Food Delivery Apps Worldwide - February 2020", https://sensortower.com/blog/top-food-delivery-apps-worldwide-february-2020
NPR, "As Restaurants Across the Country Close Their Doors Deliveries Pick Up", https://www.npr.org/2020/03/22/819011691/as-restaurants-across-the-country-close-their-doors-deliveries-pick-up

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COMPUTERS AND EQUIPMENT SALES HAVE INCREASED 2X DUE TO THE WORKING AT HOME SURGE

HARDWARE IMPACT

- In February, many experts thought that the coronavirus would severely impact computer and accessory sales with their China distributors being hit the hardest.
- However, in March, with many employees working from home, sales saw a large uptick. Computer products necessary for working at home flew off the shelves for those needing a more permanent solution.

2x	+10%	+160%	+85%
COMPUTER MONITOR SALES	SALES OF LAPTOPS	MONITOR SEARCH INCREASE	LAPTOP SEARCH INCREASE

Thinking about your everyday life, since the COVID-19 / Coronavirus pandemic, have you made any changes to your general lifestyle? (as of March 31)

% Working from home	CHINA	GERMANY	U.K.	U.S.
	40%	28%	30%	27%

Companies seeing the largest rise in sales include:

Microsoft, hp, Lenovo, DELL, TPVISION, intel, SAMSUNG

Source:
Yahoo! Finance, "Coronavirus Pandemic Spurs Brisk Sales of HP PCs and Printers as the Nation Works From Home", https://finance.yahoo.com/news/coronavirus-pandemic-spurs-brisk-sales-of-computers-and-printers-as-a-nation-works-from-home-hp-ceo-175549277.html
CNBC, "Sales of Computer Monitors and Laptops are Surging as We All Work From Home", https://www.cnbc.com/2020/03/31/coronavirus-npd-group-says-monitor-sales-doubled-laptop-sales-up.html
Statista, "Statista COVID-19 Daily Survey Results", www.statista.com

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ONLINE TRAVEL AGENCIES HAVE BEEN HIT PARTICULARLY HARD, THOUGH NO MORE THAN IN PAST GLOBAL CRISES (SO FAR)

ONLINE TRAVEL IMPACT
How the Travel Industry Has Dealt with Previous Crisis

- After previous crises, such as 9/11, the travel industry has been dramatically impacted.
- Technological innovations from companies like Expedia and Priceline were instrumental in OTA recovery.
- Furthering technology and a focus on customer communication are expected to regrow the OTA industry.

A LOOK AHEAD…
China's Airlines on the Rebound, but Travel Still Slow

- China's domestic flights increased slightly in March, but that was still less than half the flights pre-pandemic.

Source:
Statista, "Statista COVID-19 Daily Survey Results", www.statista.com
Skift, "China's Domestic Aviation on the Rebound But Recovery Still Slow", https://skift.com/2020/04/02/chinas-domestic-aviation-on-the-rebound-but-recovery-still-slow/
PhocusWire, "Looking Beyond the Coronavirus Chicane to Accelerate Growth for Travel", https://www.phocuswire.com/Looking-beyond-coronavirus-growth-travel

WHAT IS BEING SAID ON SOCIAL MEDIA?

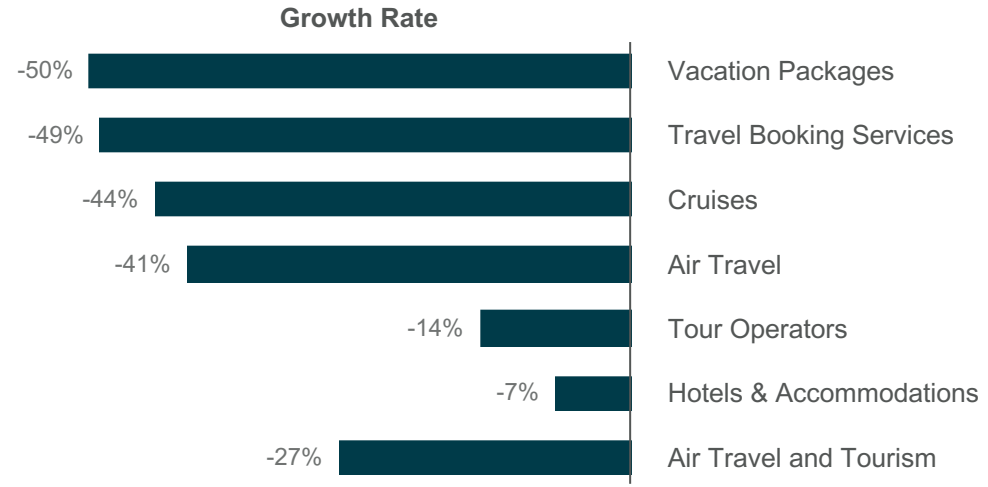
"Customers booking through third-party site such as Expedia, Booking.com and Orbitz are struggling to get assistance and refunds as the coronavirus pandemic disrupts travelers' plans around the world." -CNN (@CNN), March 24

"Thank you @expedia for immediately issuing me a credit for @Aerolineas_AR due to #coronavirus. The online process was seamless. Meanwhile, I've been waiting well over a week to hear back from @priceline about doing the same for my main flight." –Ben Goldblatt (@BenGoldblatt), March 21

"@AirbnbHelp why haven't you guys changed the dates for your covid-19 policy? We've got counties on lockdown for 12 weeks… companies like Hotels.com are offering refunds on non-refundable bookings." – Ana (@ana_sewell), March 28

Google Ads

CHANGE IN GOOGLE AD CONVERSIONS FOR TRAVEL ADVERTISERS AS A RESULT OF COVID-19 IN THE U.S. (MARCH 2020) *(Growth in Google ad conversion for travel advertisers due to COVID-19 U.S. 2020)*



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TECHNOLOGY IS ALSO USED IN UNIQUE WAYS TO COMBAT COVID-19 FROM EARLY SYMPTOM DETECTION TO TRACKING THE INFECTED

UNIQUE TECH APPLICATIONS

Smart Ring to Detect Early Symptoms

- New ring tech from Oura will be worn to detect the early onset of COVID-19.

Use of Location Data from Smartphones to Slow the Virus

- Researchers collecting smartphone data to track the infected in order to slow the growth of the coronavirus.

Rise in Telehealth/Telemedicine

- Telemedicine could forever change the patient experience. Digital adoption barriers are down as people are forced to use technology in new ways.
- Both mental health and substance abuse appointments are using telemedicine to positive reviews.

Source:
CNET News, “How a Smart Ring May Help Detect Early COVID-19 Symptoms”, https://www.cnet.com/news/how-a-smart-ring-may-detect-early-covid-19-symptoms/?ftag=CAD-03-10aai8i
STAT News, “Can Location Data from Smartphones Help Slow the Coronavirus?”, https://www.statnews.com/2020/03/24/facebook-location-data-coronavirus-spread/
AAFP, “COVID-19 Telehealth”, https://www.aafp.org/news/health-of-the-public/20200323covidtelehealth.html
mHEALTH Intelligence, “What Will Happen with Telehealth When the Emergency is Over”, https://mhealthintelligence.com/news/what-will-happen-with-telehealth-when-the-emergency-is-over

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WHAT DOES THIS MEAN FOR THE TECHNOLOGY INDUSTRY?

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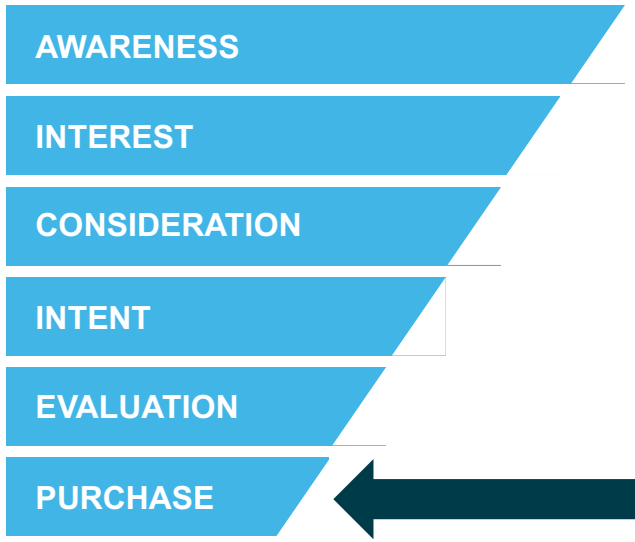
THE POST COVID-19 PURCHASE FUNNEL WILL FORCE US TO ENGAGE DIFFERENTLY WITH CONSUMERS GOING FORWARD

The traditional marketing funnel has been accelerated for many technologies and brands.

- Consumers have moved immediately to trial in a matter of days/hours.
- Traditional steps of evaluation were reduced or eliminated out of necessity.

THE MARKETING FUNNEL



CONSIDER ZOOM

zoom

Social mentions increased 370x in 2020.

Zoom faces new challenges and will need to focus to retain new market share gains, and to convert new customers to paid subscriptions.

Research Focus for Tech Companies:

- **User Experience** (utility + usability of products)
- **Understanding the new customer journey** and its impact on the future ROI of these new customers
- **Habits & Practices research** – how have habits changed and monitor how they evolve over the months to come
- **Brand Tracking** – how has the landscape changed? Are there new or more prevalent contenders? How well (or not) is your brand faring now?
- **Customer Engagement** – how do we best engage with these new customers? What can we do now to build loyalty in order to keep them?

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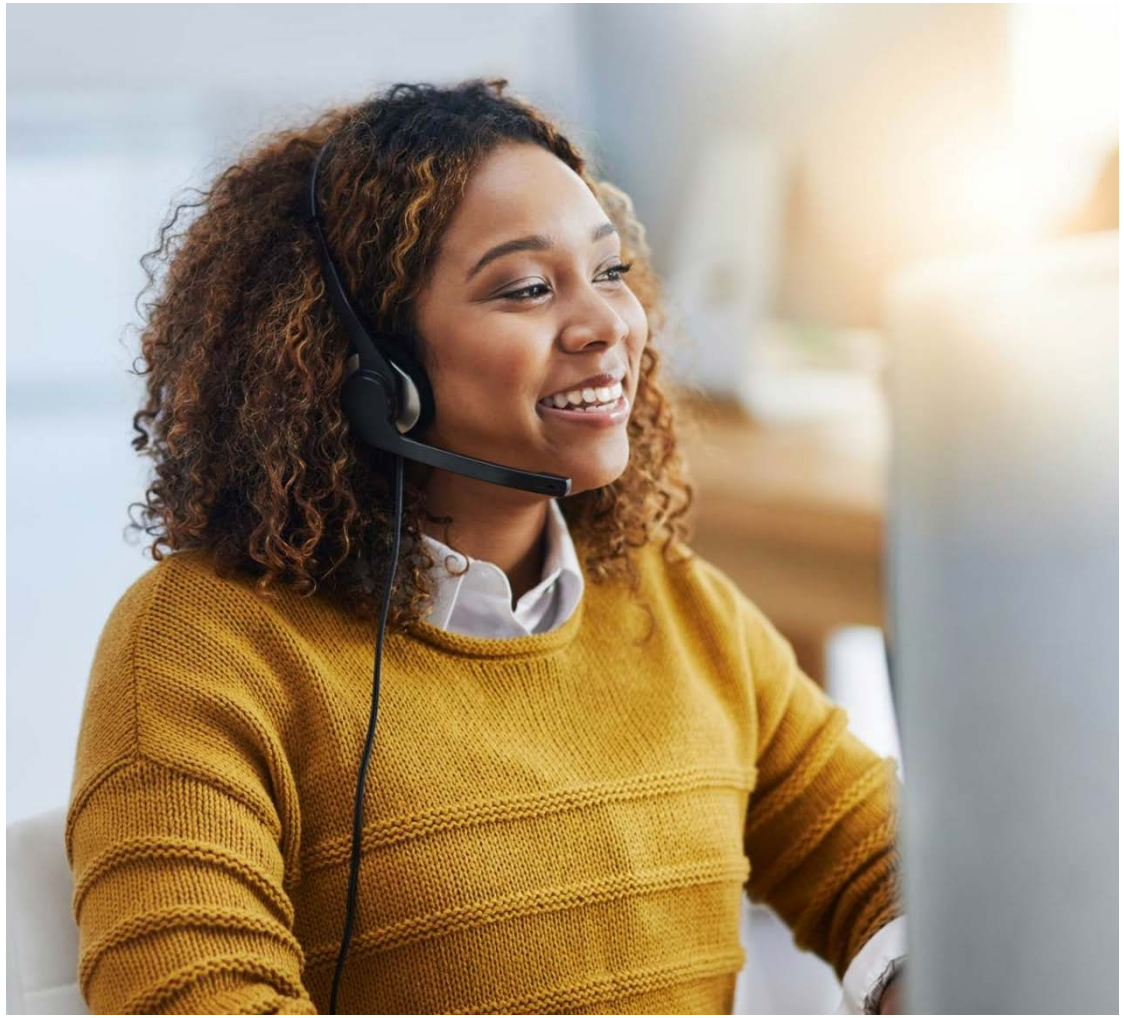
COMMUNICATION AND EMPATHY CAN BUILD TRUST AND HELP BRANDS COUNTERACT CHALLENGES BROUGHT ON BY COVID-19



STRATEGIC BEST PRACTICES

Issue a Statement Regarding COVID-19

- If your customers could be impacted by the virus, issue a statement.
- If qualified, use this communication to convey tips, best practices, advice and other critical information.

Be Empathetic

- Customers are experiencing fear and anxiety - ensure brand messaging is empathetic toward their new daily challenges.

Build Awareness

- Now is the time to build trust and support. Focus on building awareness of your brand, not converting sales.
- Tailor messaging to fit customers needs and communicate how your company is helping.

Source:
https://www.adroll.com/blog/marketing/COVID-19-messaging-dos-and-donts

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POSITIONING BRANDS AS EMPATHETIC AND WILLING TO HELP WILL ASSIST IN COUNTERACTING CHALLENGES BROUGHT ON BY COVID-19

RESPONSES FROM LEADERS IN THE INDUSTRY

Several Tech companies have already taken action in response to the coronavirus outbreak…

Facebook

- Donated stockpiled masks to the healthcare system
- Hosted WHO in Menlo Park headquarters
- Banned ads monetarizing the pandemic

"Facebook donates emergency reserve of 720,000 face masks due to coronavirus pandemic." –getlifehealthy (@getlifehealthy1), March 24

"#Facebook bans #ads for hand sanitizer, surface disinfecting wipes and #COVID-19 test kits – 'this is another step to help protect against inflated prices and predatory behavior we're seeing." –Petros Sarantopoulos (@psaranto), March 21

Apple

- Donated stockpiled face masks to hospitals in need
- Developed a new COVID-19 website and app with the CDC

"Apple will donate 10M face masks to healthcare workers." –TechCrunch (@TechCrunch), March 25

"#Apple releases new #COVID19 app and website." –Philip Schiller (@pschiller), March 27

Source:
CNBC, "Facebook Coronavirus Moves Could Help Restore Its Reputation", https://www.cnbc.com/2020/03/20/facebook-coronavirus-moves-could-help-restore-its-reputation.html, Forbes, "Zoom CEO Eric Yuan Is Giving K-12 Schools His Videoconferencing Tools For Free", https://www.forbes.com/sites/alexkonrad/2020/03/13/zoom-video-coronavirus-eric-yuan-schools/#533da21e4e71, NY Post, "Facebook, Apple, and Salesforce Pledge to Donate Masks to Coronavirus Response", https://nypost.com/2020/03/23/facebook-apple-and-salesforce-pledge-to-donate-masks-for-coronavirus-response/, Apple, "Apple Releases New COVID-19 App and Website Based on CDC Guidance, https://www.apple.com/newsroom/2020/03/apple-releases-new-covid-19-app-and-website-based-on-CDC-guidance/, Salesforce, "COVID-19 Care Response Solution for Healthcare", https://www.salesforce.com/blog/2020/03/covid-19-care-response-solution-healthcare.html

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THESE BRANDS GARNER POSITIVE SOCIAL MEDIA BUZZ DUE TO THE WORK THEY ARE DOING TO HELP

RESPONSES FROM LEADERS IN THE INDUSTRY

Several Tech companies have already taken action in response to the coronavirus outbreak…

Zoom

- Removed 40-minute call limit
- Offered free Zoom videoconferencing to schools

"I was on a zoom call and they removed the 40 minute time limit 'as a gift' and when I got off the call they offered to remove the time limit for my next meeting if I scheduled in advance." –Gray (@CodeDork),

"We expanded free Zoom Access for K-12 Schools in Australia, India and New Zealand." – Eric S. Yuan (@ericsyuan),

Salesforce

- Launched Salesforce Care rapid response solution to help companies stay connected to employees, customers, communities
- Donated medical masks to various healthcare systems
- Provided access to Health Cloud for overwhelmed healthcare systems

"Amazing: @Childrens is live on Salesforce Care for Healthcare Systems. This rapid-response Community Portal is designed to help answer their employee's questions and provide them with resources during COVID-19." –Marc Benioff (@Benioff), ????

"HUGE thank you to @salesforce Israel for supporting MDA's program to help the public get critical medial treatment from MDA to prevent hospital overcrowding during the #COVID19 pandemic. Your support will save lives!" –Magen David Adom (@Mdais), ?????

Source:
CNBC, "Facebook Coronavirus Moves Could Help Restore Its Reputation", https://www.cnbc.com/2020/03/20/facebook-coronavirus-moves-could-help-restore-its-reputation.html, Forbes, "Zoom CEO Eric Yuan Is Giving K-12 Schools His Videoconferencing Tools For Free", https://www.forbes.com/sites/alexkonrad/2020/03/13/zoom-video-coronavirus-eric-yuan-schools/#533da21e4e71, NY Post, "Facebook, Apple, and Salesforce Pledge to Donate Masks to Coronavirus Response", https://nypost.com/2020/03/23/facebook-apple-and-salesforce-pledge-to-donate-masks-for-coronavirus-response/, Apple, "Apple Releases New COVID-19 App and Website Based on CDC Guidance, https://www.apple.com/newsroom/2020/03/apple-releases-new-covid-19-app-and-website-based-on-CDC-guidance/, Salesforce, "COVID-19 Care Response Solution for Healthcare", https://www.salesforce.com/blog/2020/03/covid-19-care-response-solution-healthcare.html

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WHILE THE COVID-19 PANDEMIC HAS TEMPORARILY CHANGED THE WAY WE LIVE, ONLINE SHOPPING AND WORKING FROM HOME MAY BE HERE TO STAY

IMPACTS OF COVID-19 ON THE TECH INDUSTRY GOING FORWARD

- Tech has seen large upticks in usage during the pandemic. Video streaming, videoconferencing, grocery, mobile delivery apps have been positively impacted.

WILL THESE NEW TRENDS OUTLAST THE PANDEMIC? HERE ARE A FEW TRENDS THAT MAY STICK AROUND:

- **Online grocery shopping is likely here to stay…**
  - In addition to high usage among all age groups, many age 60+ are coming online. As online ordering becomes a habit, they may continue using post-pandemic.
- **Working from home will be more common…**
  - Experts believe that once employees return to work, many will work from home more often than in the past.
  - Thus, demand for videoconferencing is likely to exceed pre-pandemic levels as these brands have surged in popularity.

Source:
CNN, "Grocery Shopping Online Coronavirus", Source: https://www.cnn.com/2020/03/19/business/grocery-shopping-online-coronavirus/index.html
Investors, "Working From Home Will Social Distance Outlast Coronavirus Emergency", Source: https://www.investors.com/news/technology/working-from-home-will-social-distance-outlast-coronavirus-emergency/

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WHAT DOES SOCIAL MEDIA LISTENING TELL US ABOUT TOP TECHNOLOGY BRANDS?

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AMONG MEDIA COMPANIES, EACH SAW A LARGE UPTICK IN MENTIONS, THOUGH SENTIMENT VARIES INDIVIDUALLY

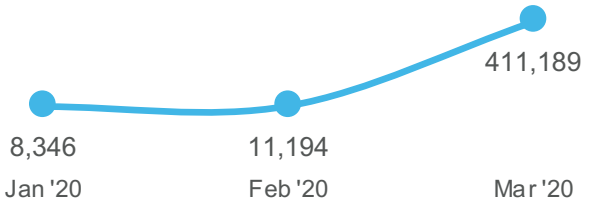
TOTAL MENTIONS

TOP 5

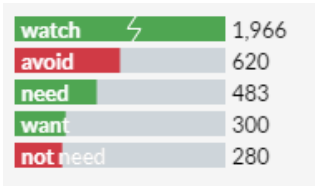
SENTIMENT DRIVERS

NETFLIX

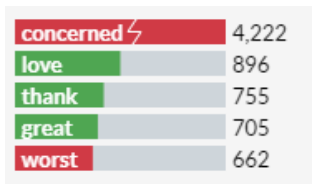
Netflix saw a surge in mentions in March, both positive and negative. Mentions are heavily tied to mentions of COVID-19.



BEHAVIORS

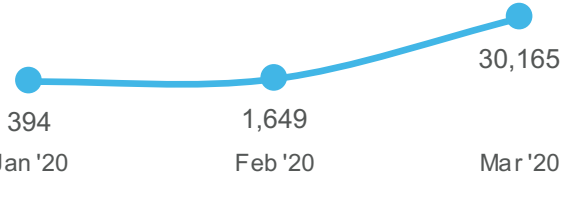


EMOTIONS



HBO

Sentiment of HBO is largely positive after a surge in mentions in March. Coronavirus fears color many of the posts' emotions.



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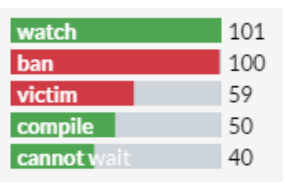
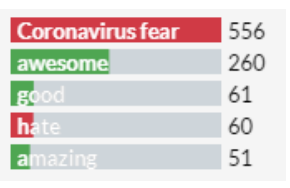
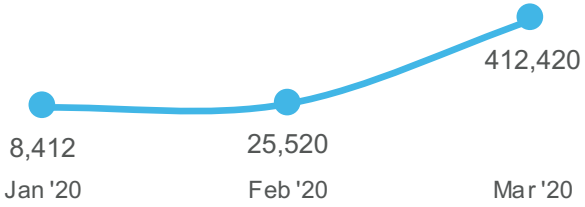


EMOTIONS



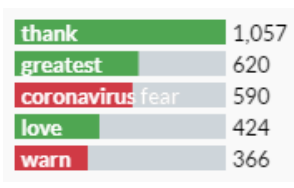
Disney+

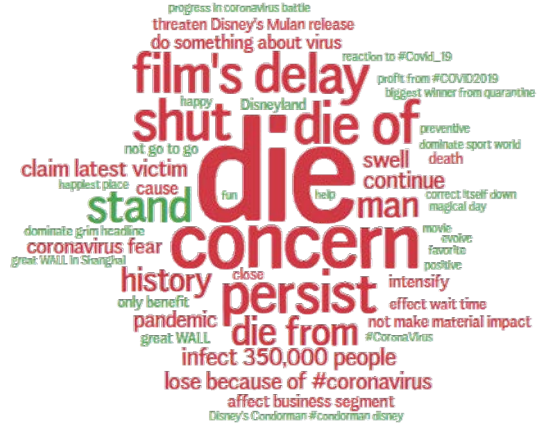
Disney mentions significantly increased, with most of those being neutral, many of which were concern over movie delays.



BEHAVIORS

EMOTIONS





Source:
NetBase Social Media Software (captured for January 1, 2020 – March 31, 2020, looking at conversations related to both COVID-19 and specified brand)

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SOFTWARE SERVICES COMPANIES RECEIVE MOSTLY POSITIVE MENTIONS ABOUT THEIR EFFORTS TO PROVIDE FREE SERVICES

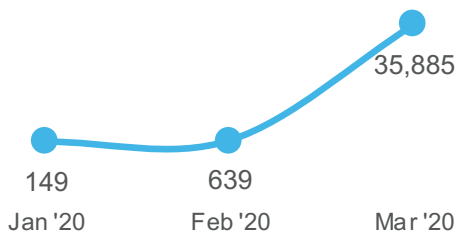
TOTAL MENTIONS

TOP 5

SENTIMENT DRIVERS

Adobe

Adobe's surge in largely positive mentions is impacted by creative cloud access and assisting students.

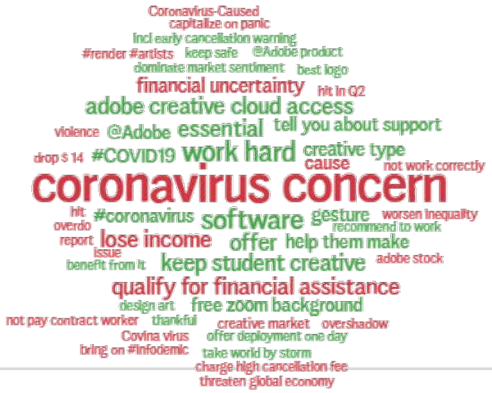


BEHAVIORS

need	110
cancel	69
offer	50
join	40
use	32

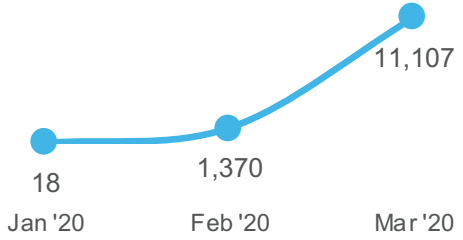
EMOTIONS

watch out	100
thank	70
greater access	60
love	30
concern	22



salesforce

Salesforce's increase in positive mentions is driven by its accurate information and donations of PPE.



BEHAVIORS

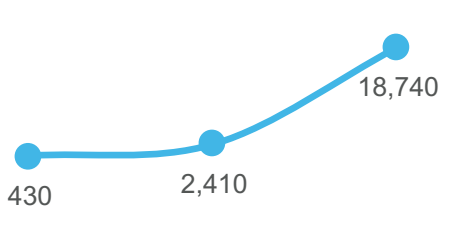
use	1,392
discover	416
fight against	411
cancel	370
avoid	368

EMOTIONS

fear	603
warn	563
great	542
good	427
thank	394

HubSpot

Innovative solutions, support, and other positive mentions make up the majority of posts on HubSpot..

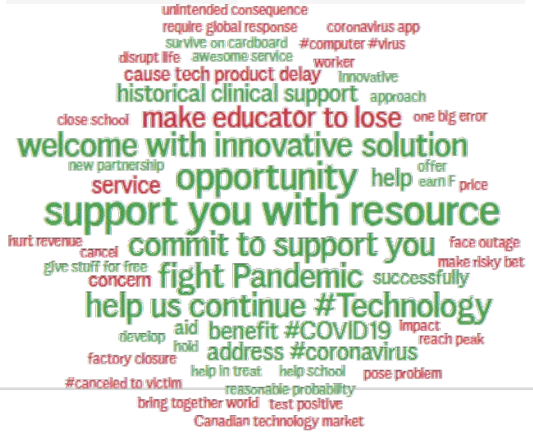


BEHAVIORS

use	190
fight against	140
join	40
need	40
cancel	40

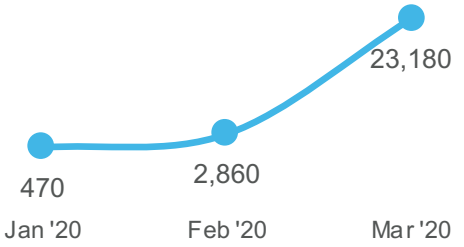
EMOTIONS

coronavirus fear	80
thank	70
warn	70
best	60
grateful	60



Microsoft

Overall sentiment is positive for Microsoft as posts indicate their contributions of free software.

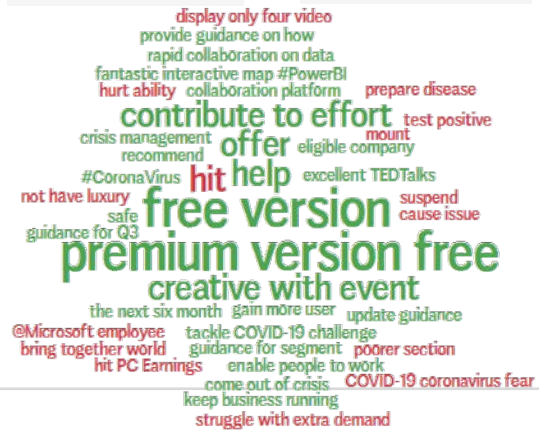


BEHAVIORS

use	200
fight against	140
join	60
cance	60
need	40

EMOTIONS

warn	90
proud	80
great	80
thank	80
coronavirus fear	80



Source:
NetBase Social Media Software (captured for January 1, 2020 – March 31, 2020, looking at conversations related to both COVID-19 and specified brand)

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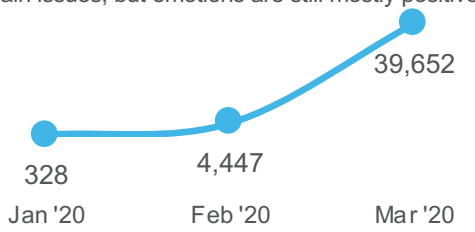
GAMING COMPANIES ARE MAKING EFFORTS TO HELP USERS, SUCH AS CANCELING EVENTS FOR SAFETY ISSUES AND OFFERING FREE TOOLS

MICROSOFT

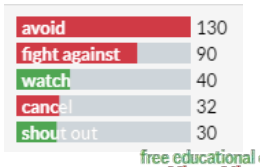
Xbox garners negative posts due to delays and supply chain issues, but emotions are still mostly positive.

TOTAL MENTIONS

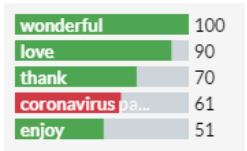


TOP 5

BEHAVIORS



EMOTIONS

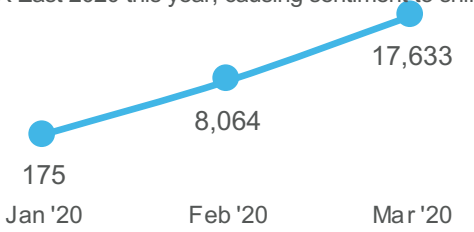


SENTIMENT DRIVERS

SONY

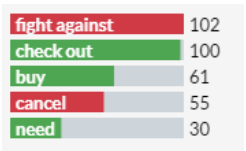
There are many comments about PlayStation canceling PAX East 2020 this year, causing sentiment to shift.

TOTAL MENTIONS

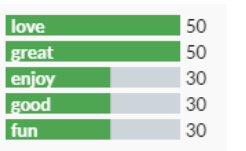


TOP 5

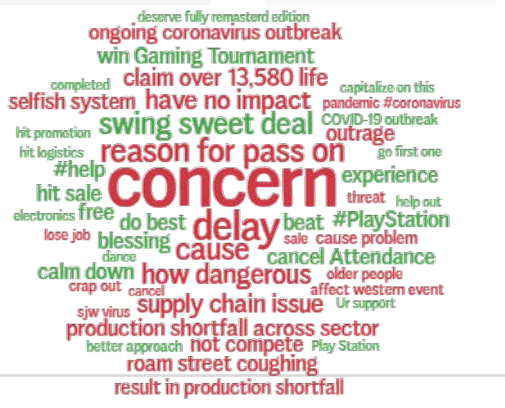
BEHAVIORS



EMOTIONS



SENTIMENT DRIVERS



MICROSOFT

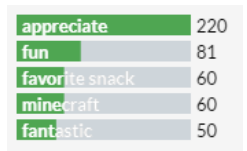
Even more than the free online learning offerings, posts mention availability of books and articles on the platform.

NOTE: mentions of "ban" are from other countries that have banned books that are now available via Minecraft

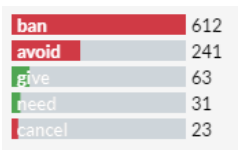
TOTAL MENTIONS

TOP 5

BEHAVIORS



EMOTIONS

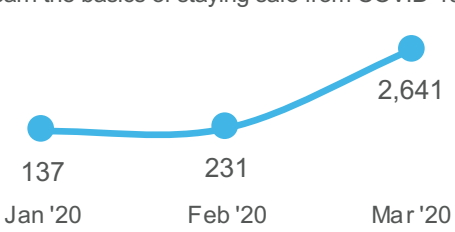


SENTIMENT DRIVERS

ROBLOX

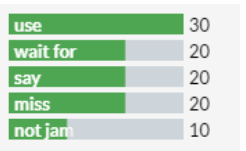
Parents want Roblox to create a gamified tool for kids to learn the basics of staying safe from COVID-19.

TOTAL MENTIONS



TOP 5

BEHAVIORS



EMOTIONS

Not enough mentions to show

SENTIMENT DRIVERS

Source:
NetBase Social Media Software (captured for January 1, 2020 – March 31, 2020, looking at conversations related to both COVID-19 and specified brand)

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BIG TECH COMPANIES ARE STEPPING UP TO HELP CONSUMERS WITH EMPLOYEE BENEFITS, INFORMATION APPS, AND PROTECTIVE KITS

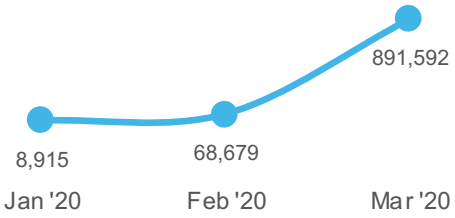
TOTAL MENTIONS

TOP 5

SENTIMENT DRIVERS

amazon

Amazon mentions are mostly positive, with many pleased with their sick leave policies amid COVID-19.

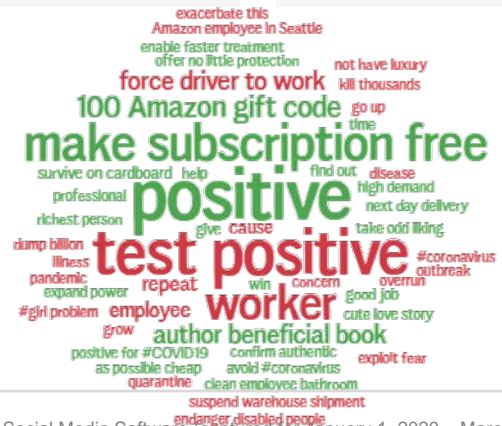


BEHAVIORS

shut down	3,592
apply	2,270
give	1,874
pay	1,840
buy	1,561

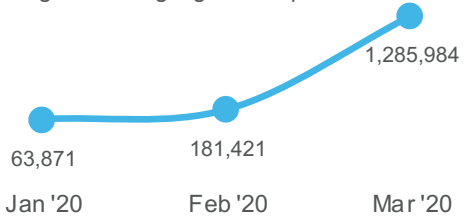
EMOTIONS

sick	1,920
coronavirus pa...	1,619
thank	1,341
beneficial	1,281
good	1,139



Google

Interestingly, many posts about Google are about learning a new language while quarantined: Italian.



BEHAVIORS

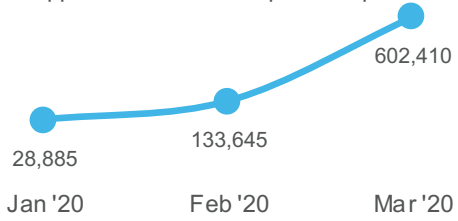
google	5,189
deny	5,107
contain	4,070
cancel	2,937
use	2,674

EMOTIONS

perfect	27,714
perfect Italian	26,910
worst	7,291
thank	4,617
great	2,409

Apple

Positive mentions about Apple surround its new COVID-19 app and website to keep users up-to-date.

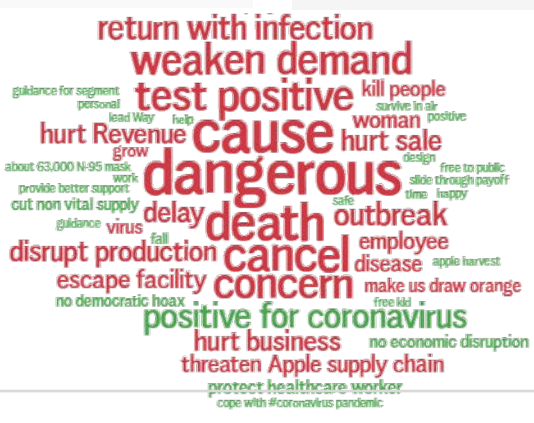


BEHAVIORS

[redacted]	31,160
warn	3,978
thank	1,271
coronavirus pa...	945
coronavirus fear	926

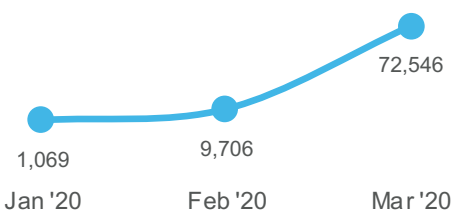
EMOTIONS

listen to	1,303
ban	1,069
avoid	934
reject	748
need	710



ebay

Dominant mentions for eBay are for a virus protection kit that quickly sold out .



BEHAVIORS

not fear	310
ban	259
approve	140
buy	136
stop	131

EMOTIONS

coronavirus pa...	377
best	162
superior	160
great	131
love	101

Source:
NetBase Social Media Software (captured for January 1, 2020 – March 31, 2020, looking at conversations related to both COVID-19 and specified brand)

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USAGE AND SENTIMENT HAVE INCREASED GREATLY FOR VIDEO-CONFERENCING COMPANIES DUE TO FREE & EASY-TO-USE PLATFORMS

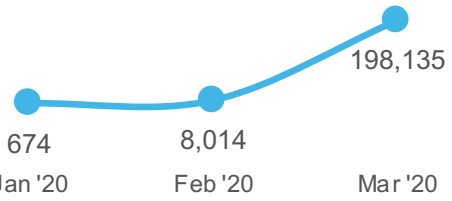
TOTAL MENTIONS

TOP 5

SENTIMENT DRIVERS

zoom

Zoom saw a spike in both mentions and positive sentiment after announcing free service offers.

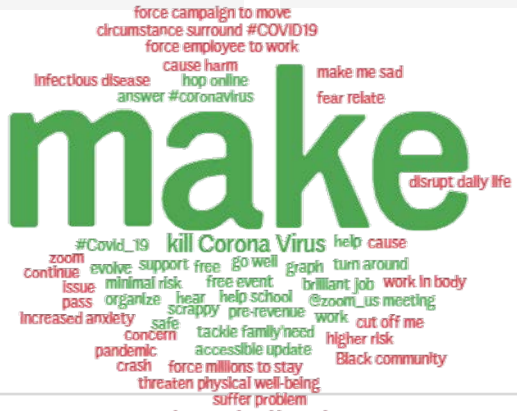


BEHAVIORS

use	1,313
need	360
cancel	248
shout out	240
set up	200

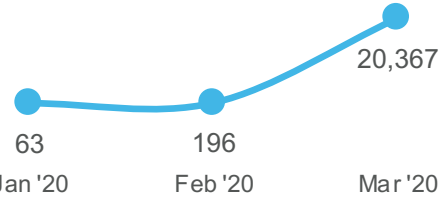
EMOTIONS

thank	18,263
enjoy	1,084
love	1,068
great	722
good	494



Microsoft Teams

Over ¾ of the mentions Teams received are positive, many comment on it being free.



BEHAVIORS

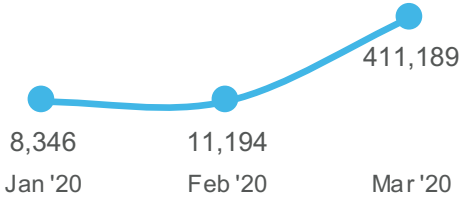
use	203
offer	140
help	50
share	40
avoid	31

EMOTIONS

great	210
thank	170
proud	70
best	70
efficiently	50

CISCO

Cisco has done much to garner positive posts from their excellent support.

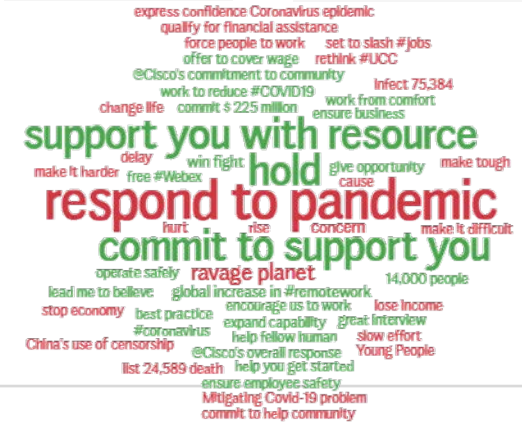


BEHAVIORS

offer	92
avoid	71
support	60
set up	51
provide	40

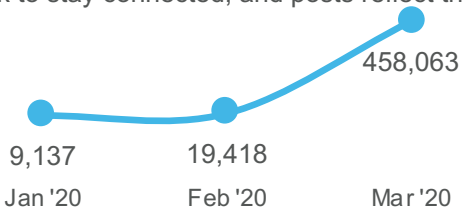
EMOTIONS

proud	170
thank	110
pleased	70
great	60
best	53



WhatsApp

Usage of WhatsApp has increased as people look to stay connected, and posts reflect that.



BEHAVIORS

receive	9,383
set up	1,470
shut down	1,291
use	987
avoid	935

EMOTIONS

thank	1,973
worst thing	1,180
best	791
Good morning !...	730
100	640

Source:
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OTA'S ARE STRUGGLING AMID WIDESPREAD CANCELATIONS; CUSTOMERS EXPRESS THEIR FRUSTRATION ON SOCIAL MEDIA

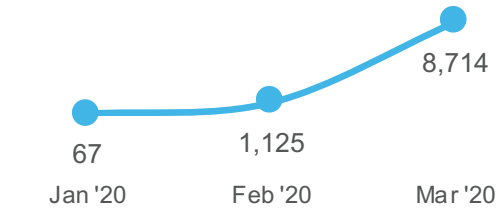
TOTAL MENTIONS

TOP 5

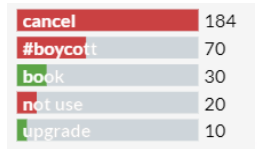
SENTIMENT DRIVERS

Expedia

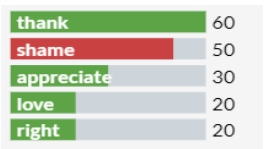
Many voice frustration with Expedia's technical difficulties when trying to cancel travel plans.

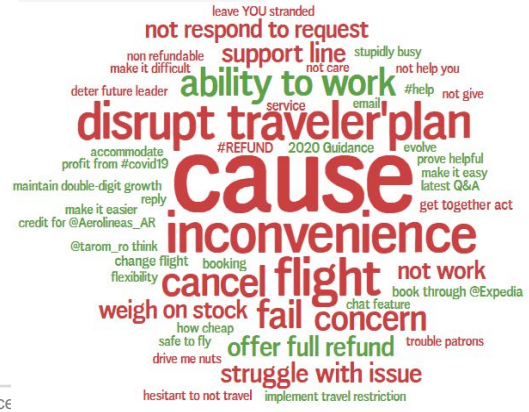


BEHAVIORS



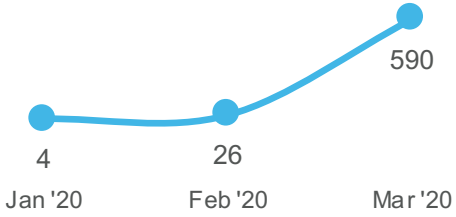
EMOTIONS





hotwire

Issues with refunds have led to more negative sentiment towards Hotwire.



BEHAVIORS

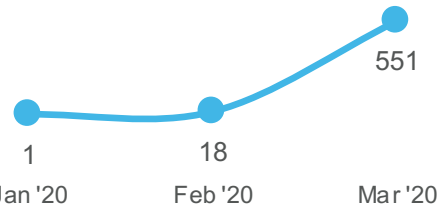
Not enough mentions to show

EMOTIONS

Not enough mentions to show

travelocity

Customers express frustrations contacting Travelocity to cancel upcoming travel.



BEHAVIORS

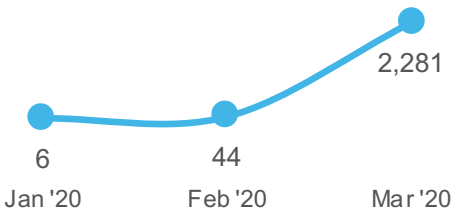
Not enough mentions to show

EMOTIONS

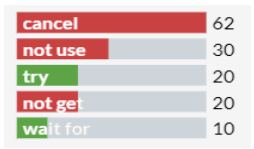
Not enough mentions to show

Hotels.com

Dominant mentions for Hotels.com include a poor customer service experience.



BEHAVIORS



EMOTIONS

Not enough mentions to show

Source
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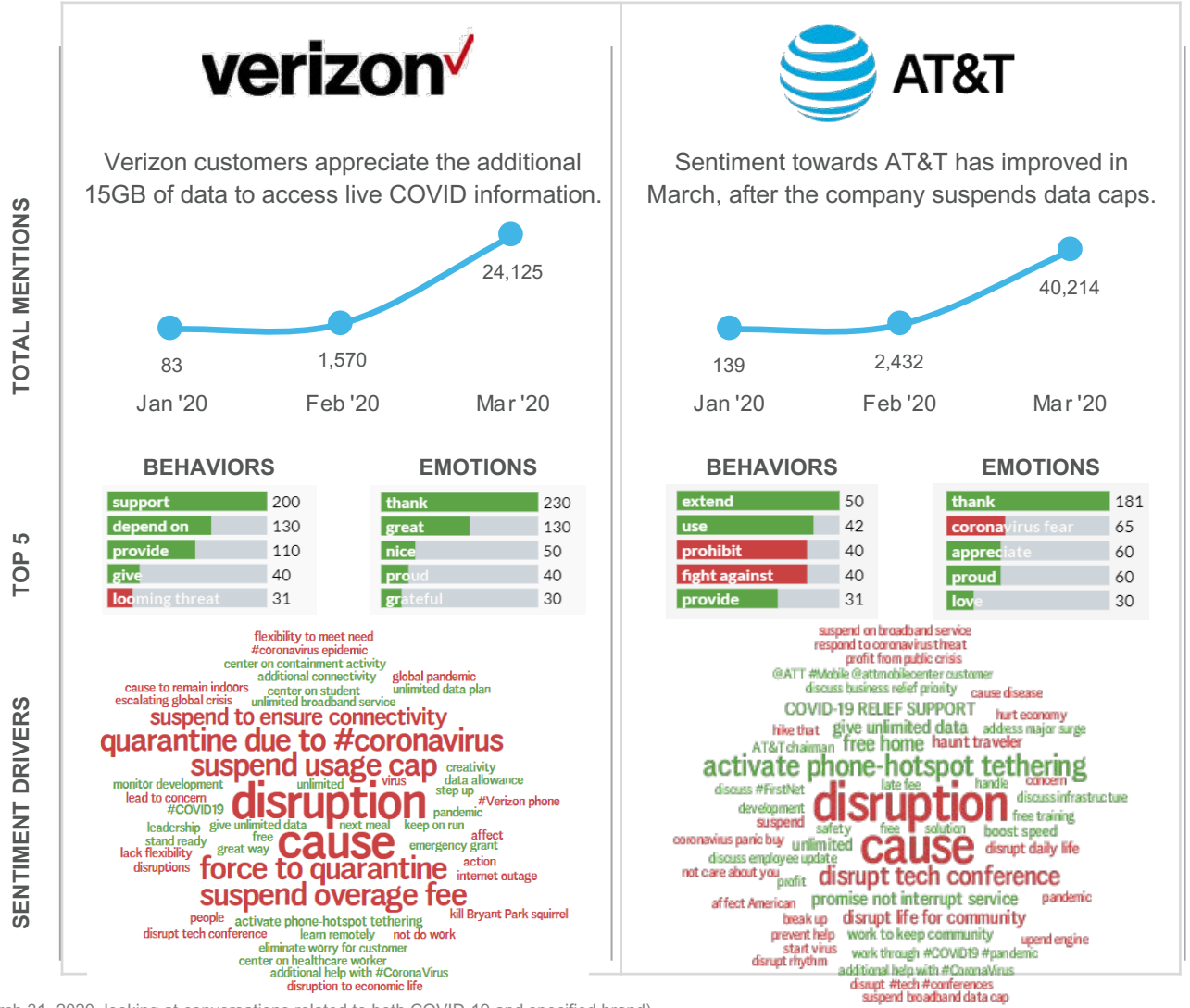
TELECOMMUNICATIONS COMPANIES ARE LOOSENING THE PLAN CAPS FOR CUSTOMERS, WHO IN TURN ARE HAPPIER WITH THEIR PROVIDERS



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A LOOK AT THE “BURKE PERSPECTIVE”…

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“THE BURKE PERSPECTIVE”

IN NAVIGATING HOW COVID-19 WILL, OR SHOULD, INFLUENCE YOUR APPROACH TO RESEARCH, BURKE LOOKS AT THREE KEY AREAS OF FOCUS:

01. Internal and industry implications of COVID-19 - how customers think about, or interact with, you or competitors

02. Changes you need to consider within your research (current and future perceptions, attitudes, and behaviors)

03. Analysis of data in light of the current environment

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ZOOMING IN ON “THE BURKE PERSPECTIVE”

QUESTIONS TO CONSIDER INTERNALLY:

- How has you media plan changed in light of the pandemic?
  - Changes to messaging?
  - Changes to marketing / advertising *cadence*?
  - Changes to prioritization of key markets? Or customization by market?
- Have you stopped or adjusted research in specific countries or markets? In any key industries?

ADJUSTMENTS TO RESEARCH:

- Adjust introductory text for appropriate tone
- Gauge perception on how well / poorly you and competitors are handling the pandemic overall, as well as specific aspects of your response (e.g., treatment of employees, donations / community support, contribution of medical supplies, technology support for health and / or educational organizations, and level and tone of communications to customers).
- B2B: capture impact of CV-19 on their own organization in terms of magnitude of various pain points (e.g., layoffs, loss of revenue, technology challenges, etc.)
- B2C: capture impact of CV-19 on their HH in terms of magnitude of various pain points (e.g., unemployment, economic hardship, health issues, etc.)

CONSIDERATIONS REGARDING ANALYSIS:

- Temper research results, anticipating potential KPI skews from previous research. Research during or after CV-19 may act as a new baseline.
- Analyze potential changes in key measures through the lens of the progression of the virus spread and prevalence (by city, state, country, etc.)
- Analyze potential drivers of CV-19 brand perception metrics on changes in KPIs (i.e., how well is a company handling the pandemic impacting brand consideration?)
- Overlay knowledge of CV-19 responses by both your brand and key competitors (e.g., community efforts, donations made, etc.) with KPIs to identify any potential impacts.

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