

4 Phases of Recovery in the Post-Pandemic World

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How businesses are operating

The pandemic is a global event; a world-changing one. It is worth taking stock of the situations and trends that'll govern the next few months amidst the uncertainty.

Businesses are positioning themselves to rebound in the right direction. The event has forever changed the human experience, thus we need to understand its impact and respond accordingly.

The goal is to quickly
come up with ideas
and solutions that are
credible and promise
justifiable optimism
across all channels

Accelerate digital adoption by reducing obstacles to going virtual

Emerging leaders need to test and explore all creative possibilities, as a result, numerous questions have arisen.



1

How might we get work from home going?

2

How might we engage both internally and with our customers?

3

How might we bring about effortless multi-experiences that drive usage, customer satisfaction, and ROI?

How are businesses coping with the challenges

Most businesses have digitized some parts of their business; in order to protect employees and serve customers by giving digital access to services across platforms and domains. Despite the slowdown, some industries have quickly transitioned to digital such as banking, medical, education, and essential item dealers like grocery stores.

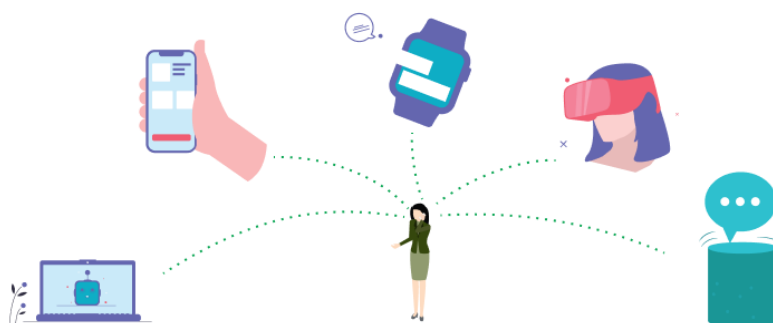
Microsoft has swiftly responded by developing a health bot for coronavirus screening. The bot asks questions from potential patients as a first round of screening. Workflows like these will be relevant and are here to stay.

Also, **Verizon** stores made significant changes using online appointment systems to keep customers safe. A notification is sent on the phone via their app as soon as a customer gets within 75 feet of a store. This guides them about the check-in process regarding waiting time and ensuring social distancing.

Technology is also helping Verizon's service technicians to troubleshoot issues. The kits are dropped outside the customer's location and remote guidance is provided via an AR application installed on a customer's smartphone or tablet that transmits images from its camera.

A large percentage of people (almost 75%) using digital channels express the desire to continue to do so even when normalcy is restored.

From a broader perspective, this means companies need to make sure that their **digital channels are at par with or better than their competition to succeed in this new environment.**



[See how we implement a unified experience across different touch-points and channels](#)



The transition is happening

This is the time to rebuild our lives, our communities, our businesses, our economies, and our countries. This means establishing new priorities to decide what's essential and begin making plans.

If there was ever a time for exercising emotional intelligence and compassion, it is now!

Consider these questions while making the shift.

How to accelerate the shift to digital and still survive in a world where the vaccine has not yet been made and economies are rattled?

How to translate business needs into digital strategies aligned with business outcomes?

How to deal with changing customer behaviors and expectations in a rapidly evolving ecosystem?



Digital Optimization has taken center stage

An effortless experience ensures a consistent and uninterrupted design when moving between devices. This multi-experience design requires the back end to be modular to serve different capabilities and workflows of each device like web, mobile, voice, watch, and chatbots.

4 Phase Framework to recovery

The way forward is to **focus on execution in one phase and make decisions about the next.**

➡ Phase 1: React and Respond

Focus on the most basic and high impact cases. Apply empathy towards customers.	Conduct Discovery Workshops
How to collect facts that would lead beyond the impact of the pandemic?	Understand Customers needs - Direct and Inferred: Voice Of Customer, Data Analytics, Social Media
How to easily migrate to redirect to new realities?	Using innovation strategies and roadmaps

➤ Phase 2: Redirect to New Realities

Focus on existing customers	Ask questions about what they feel they are out on, create a vision for CX Strategy to Reposition
Reduce areas of business	Re-prioritization
Sharpen what you have	
Help your clients see where their customers are and set the stage for Phase 3	

➤ Phase 3: Rebound to the Future

Start to see customer spending coming back a bit, invest in internal people	Build a customer-centric culture by motivating employees
Take actions that are differentiating that will help leapfrog them	Customer Experience is the Key Differentiator
The new way is the foundation for future growth	

➤ Phase 4: Accelerate Opportunities

Invest in the ambition to grow	Show Art of Possible through Rapid Prototyping
Speed is key	Agile Teams
Unlock future potential	

Customer Success

“Moved ideas from inception to demonstrable business value. From hardware, software to services, now we are able to provide a complete portfolio view to our business.”

Analytics and Data Team, Fortune 500 HiTech Giant

Get Started Now

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