

Covid-19 and the State of Consumer Loyalty

In an effort to understand consumer attitudes, behaviors and spending changes related to COVID-19, Bond has captured regular snapshots of what's changing and what to prepare for to ensure companies are ready for a new normal.

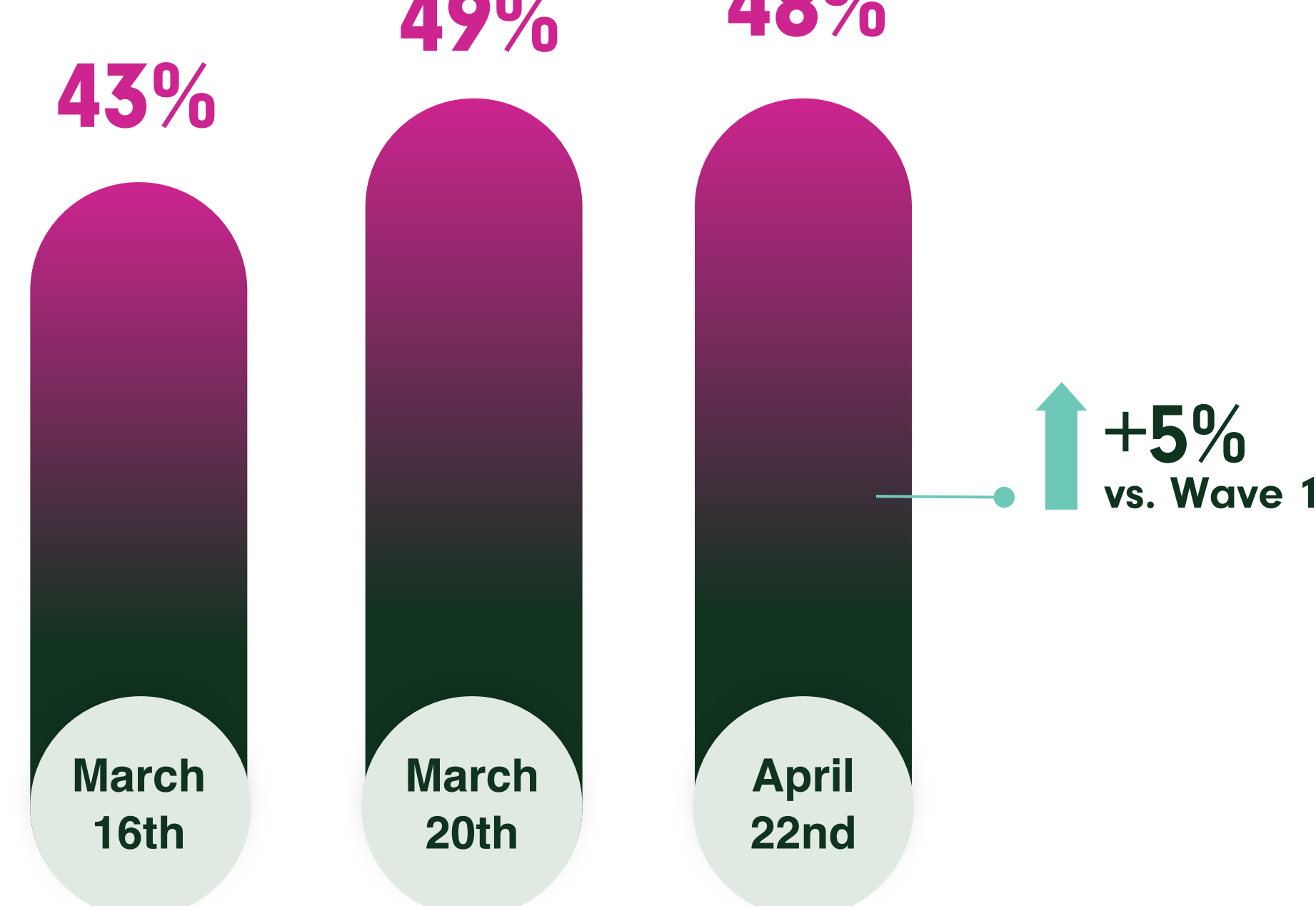


Entering May 2020, we are seeing some positive signs and indicators that attitudes are shifting as we prepare for recovery.



Have we seen the worst of the economic decline?

Planned spend decreased initially but appears to be flattening to a steady-state decline through the crisis.

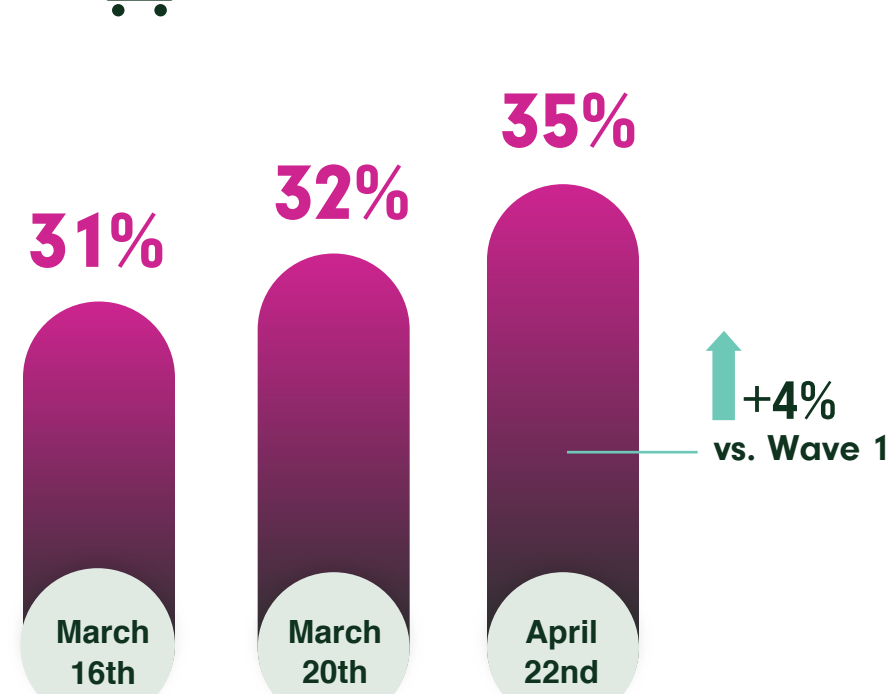


I plan to spend less overall in the next 3 months

Buying online continues to grow, but not for food.



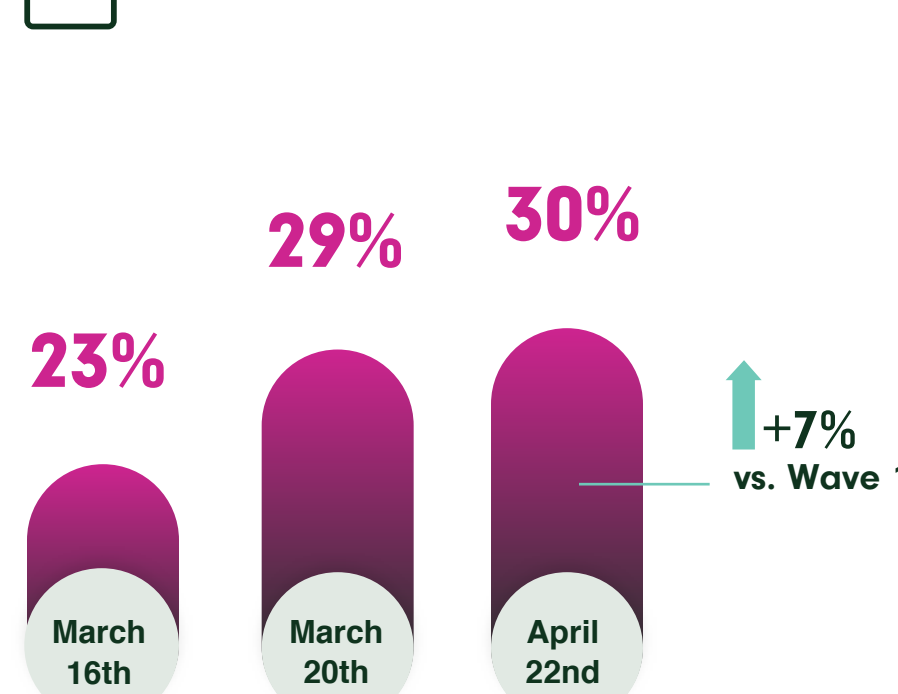
Online Shopping



I plan to spend more online in the next 3 months



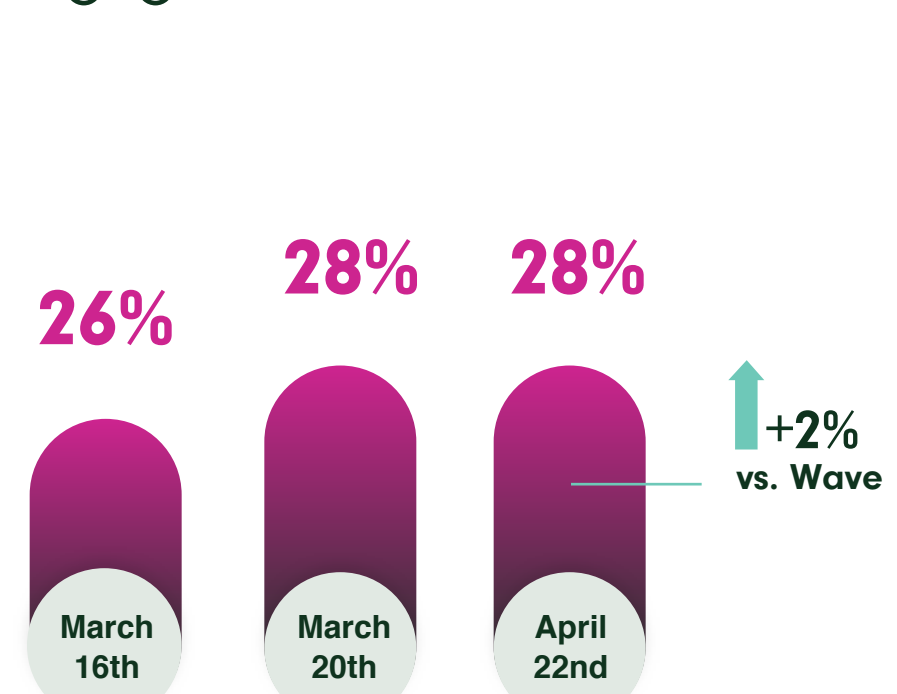
Restaurant Delivery



I plan to spend more on restaurant delivery in the next 3 months



Grocery Delivery



I plan to spend more on grocery delivery in the next 3 months

● % Strongly/Somewhat Agree

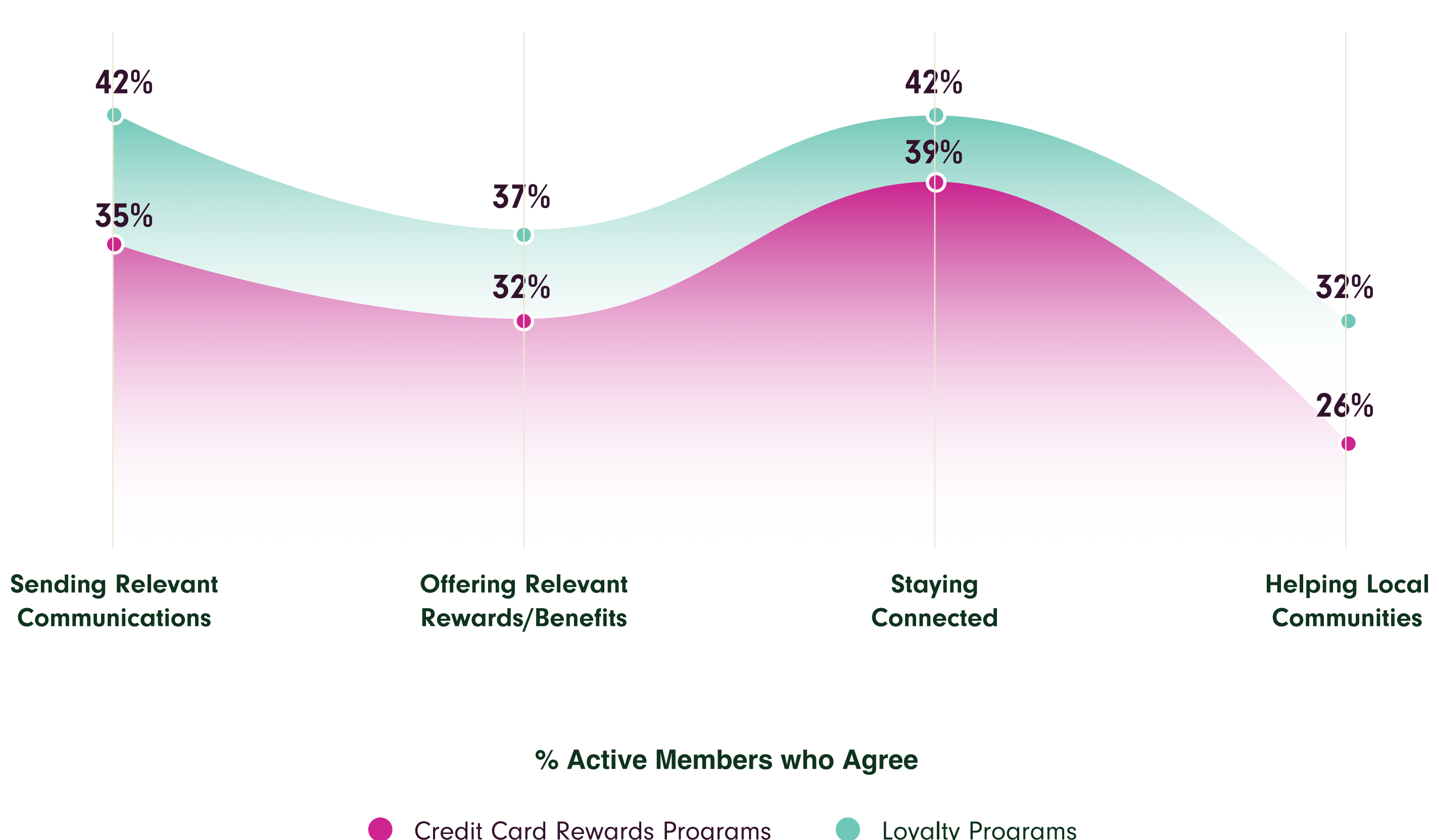


How are Loyalty and Credit Card Reward Programs responding? Not great.



of members are very satisfied with Loyalty/Credit Card Reward Programs Response to COVID-19. Critical focus is required on making human experience better during times of crisis.

Credit card reward programs are particularly struggling to stay relevant, connected and demonstrate that they are helping local communities.



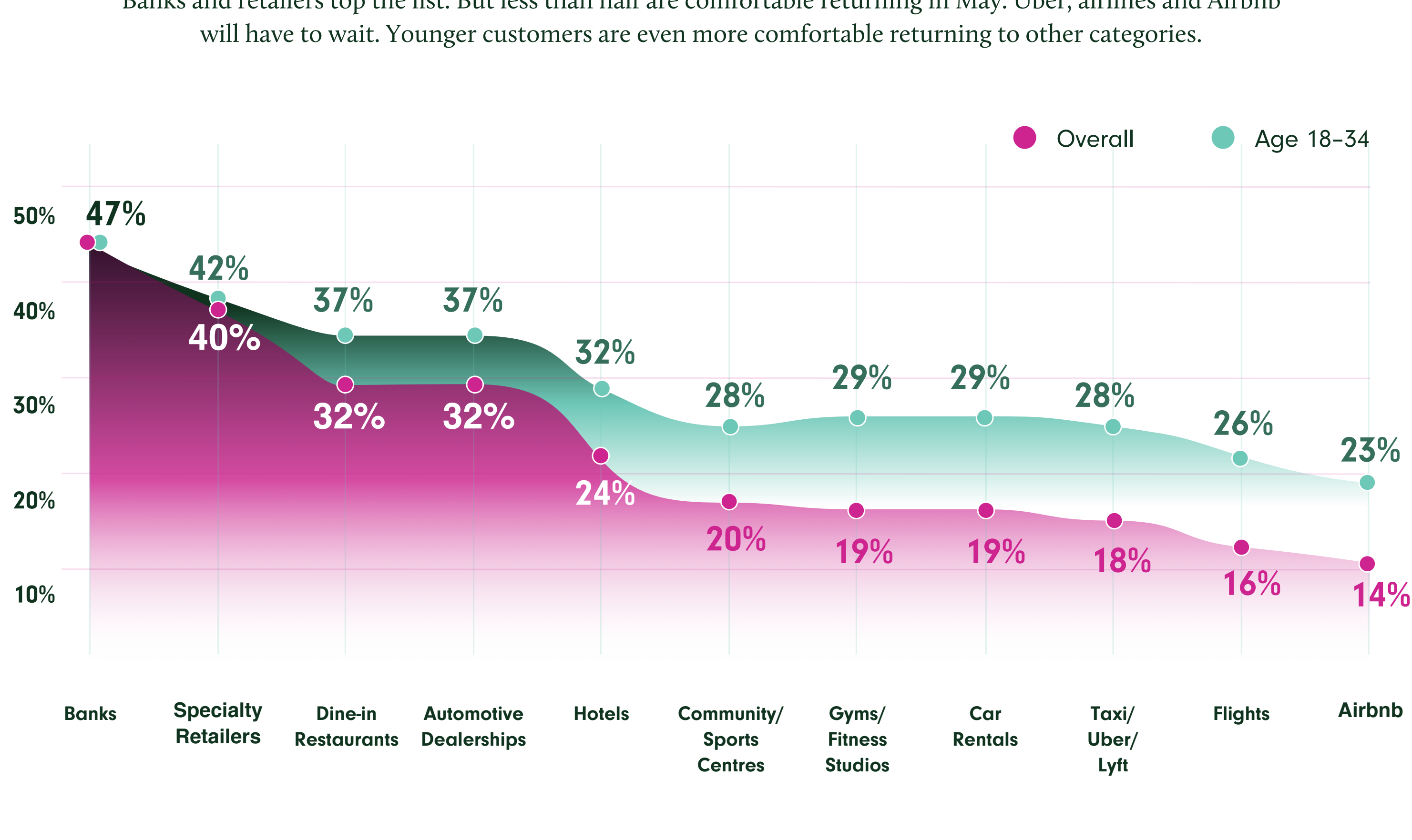
Customers Say Value is Important, but Look Beyond Saving Money to Gain Their Loyalty.

Members also value great service, saving time and security. Brands that respond in combination are better positioned to emerge from the crisis with stronger relationships than before.

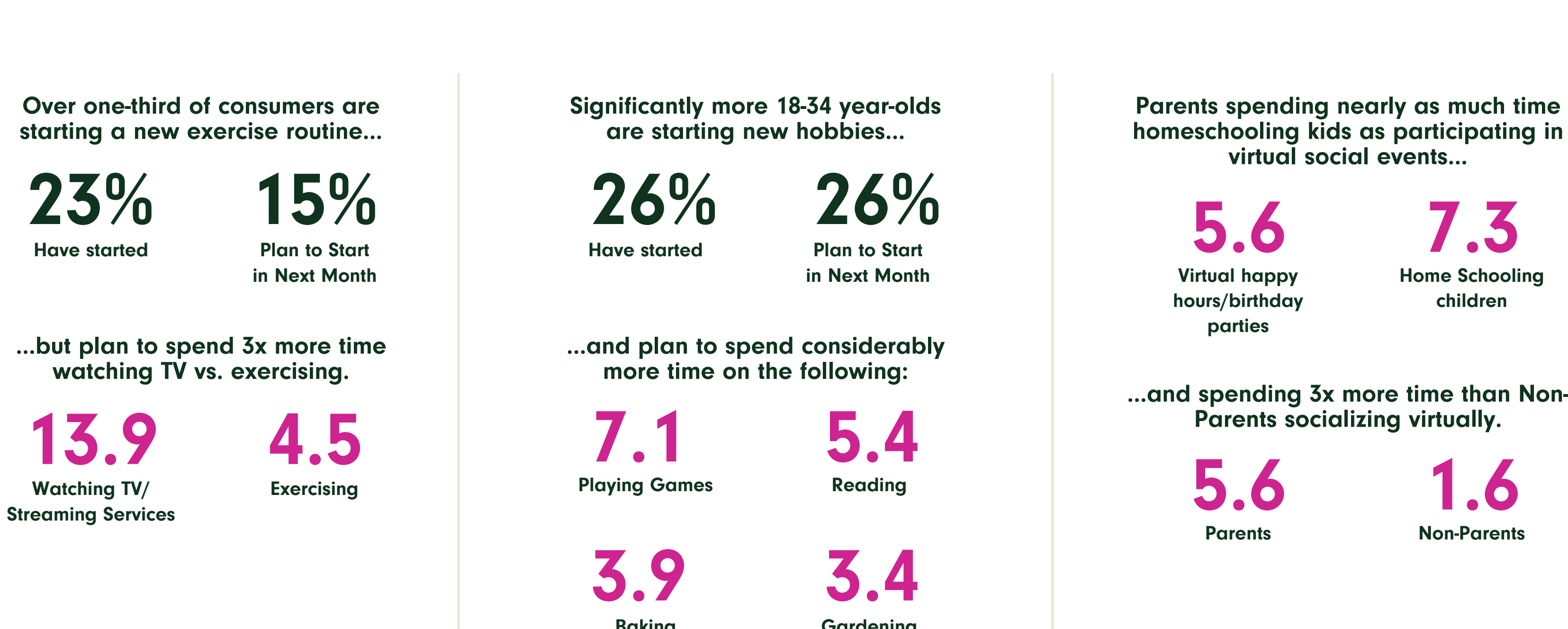


Who's comfortable and ready to return?

Banks and retailers top the list. But less than half are comfortable returning in May, and airlines and Airbnb will have to wait. Younger customers are even more comfortable returning to other categories.



COVID-19 Has our Lifestyles Evolving at Home.



Source: Data provided from the Bond Data Lake, including data collected from three Waves of Bond's (COVID-19) State of Consumer Loyalty Tracking Survey. March 16th (n=1,512); March 20th (n=1,512); April 22 (n=1,524)

For more information please visit bondbrandloyalty.com

