

Insights engine

COVID-19

Adapt and Respond

About

We don't know how long COVID-19 will last. But we do know it impacts us through common themes across geographies.

Isentia insights has created the **COVID-19: Insights Engine** to spot trends in social conversations and help clients adapt and respond in this rapidly changing environment.

This initiative will take multiple forms (decks, videos, white papers, and webinars) and will be represented by many faces across our business as we reach out to our clients in multiple markets.



You might not have time to read this...

Because you are busy with business continuity planning
or figuring the impact on your industry or fighting
overwhelming demand

But the world is changing rapidly...

Our methodology



Social and Search Analytics

Deep analytics on social listening around organic consumer conversations on social media and validation through search data.



Consumer Trends and Insights

Identifying consumer trends and develop insights for various industries.



Adapt and Respond

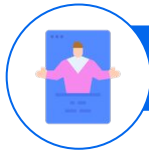
Highlight global case-studies to inspire organisations to take action in a positive and authentic manner.



What's shifting?



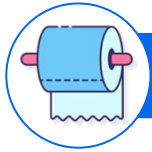
Work from home



Influencers vs people



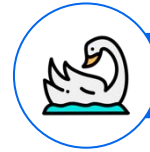
Entertain me, I'm distant



Supermarket frenzy



No travel, no duty-free



Let's balance with nature



Deliver more to me



E-commerce boom, amidst myth



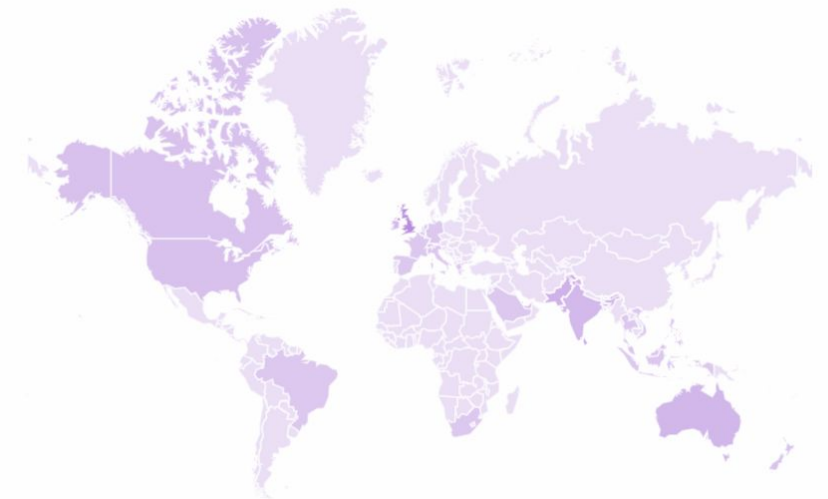
Deliver more to me

The demand for delivery services has skyrocketed



Who is actively searching for home delivery related topics?

Mauritius (1st), UK, Sri Lanka, Pakistan, Australia, India, Ireland, Qatar, UAE, Singapore



Bullet-train home delivery ready for service, Nikkei Asian Review
CO WITH THE FLOW When are Tesco home delivery slots released?, The Sun UK
Uber Eats beefs up its grocery delivery offer as COVID-19 lockdowns continue, Techcrunch

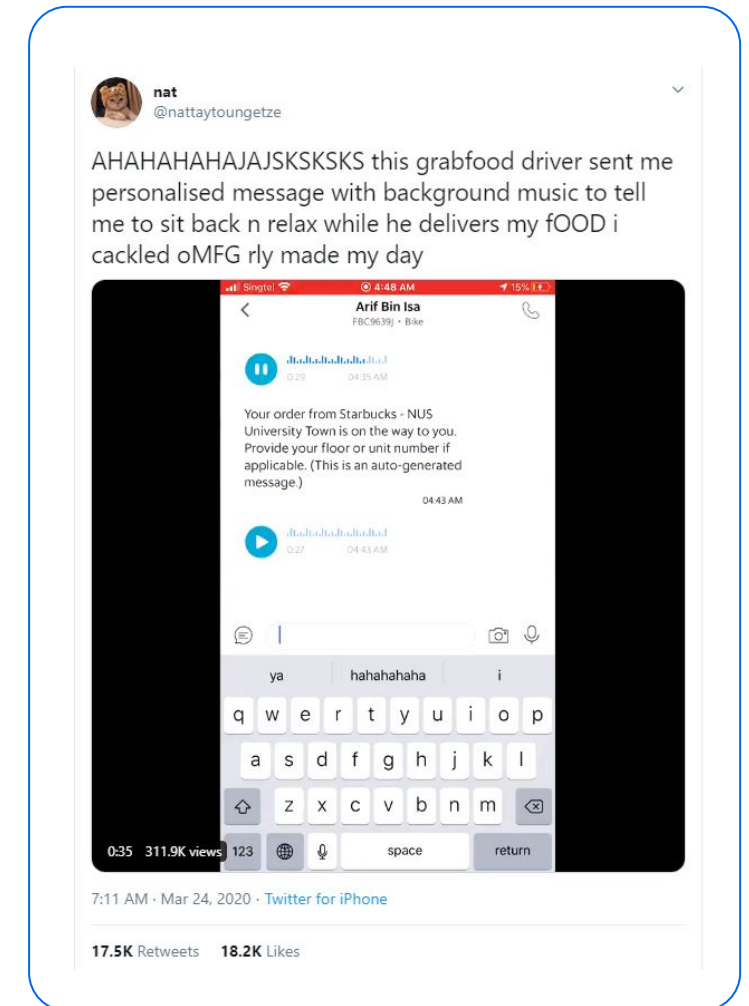
Meaningful delivery interactions

Adapt to Consumer Trend #1

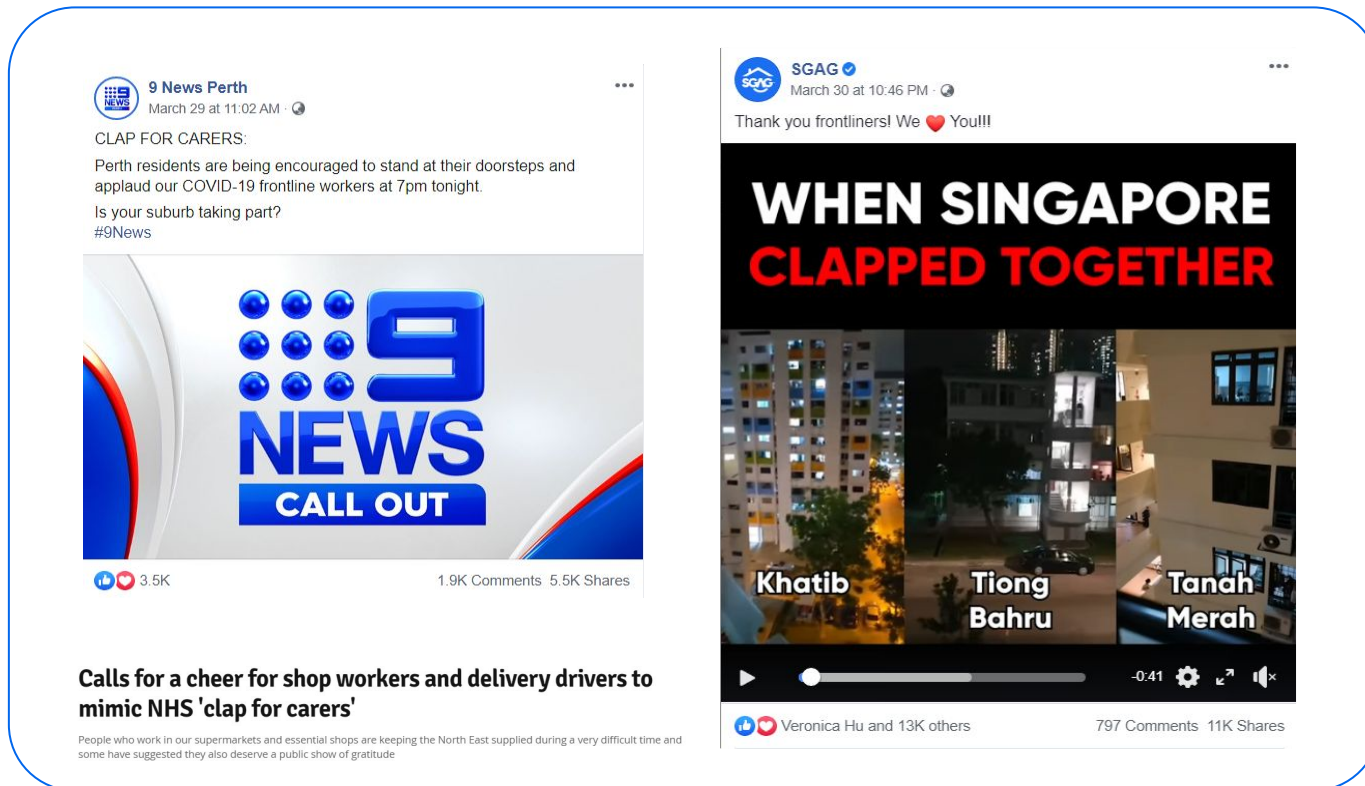
Work from home has become the new normal and it calls for changes in our lifestyle. Things like ordering food and groceries can be monotonous and transactional.

Some customers and delivery workers are building meaningful interactions. One consumer tweeted about a delivery rider who provided updates about a food order through personalised voice notes with background music and the tweet went viral! (Engagement metrics: 17.5K Retweets, 18.2K Likes, 101 Comments).

Other consumers made the **kind gestures of ordering drinks for riders** who are working hard to support people at home (Engagement metrics: 39.1K+ Likes, 3.4K+ Shares, 100+ Comments)



Respond by facilitating the delivery staff & consumer relationship further



Trends from Australia, UK and Singapore

Riders and consumers are core to the business of delivery services. It's crucial to foster a good relationship between them.

In the recent clap for frontliners initiative, some countries extended the term frontliners to include delivery & warehouse staff alongside health care workers. While other countries had a separate clapping initiative. These initiatives encouraged everyone to clap at a specific time to show appreciation.

This trend provides an opportunity for brands to innovate through product features such as a tip the rider/driver button inside the in-app chat, or running campaigns focusing or encouraging positive interactions.

The big insight

They went from gig-economy workers to become an essential worker supporting us as we stay at home.

The world welcomes a new breed of superhero – the delivery person.



Adapt to Consumer Trend #2

With widespread demand for delivery services, there are rising concerns over the health and safety of the delivery staff who are delivering during the crisis. With that came criticism around the support available for the delivery staff. These concerns include: *“Will my delivery rider be safe while delivering it to me? “I hope she/he doesn’t get infected with COVID-19 during the delivery interaction with restaurants or other consumers”*



Free masks and testing kits are taking the safety standards higher

Some brands increased their support for delivery staff by offering financial support for drivers infected with coronavirus (Grab & Deliveroo SG). Ocado UK provided test kits for them (Engagement metrics: 382 Likes, 101 Comments, 1K Shares)

Coronavirus: 1m safety distance, free masks among precautions by food delivery firms



If Ocado can buy enough Covid-19 testing kits for their staff, why can't the NHS do the same for theirs?



THEGUARDIAN.COM

Ocado buys 100,000 Covid-19 test kits to ensure 'safety for all'

Food delivery firm says it will hand over testing equipment to the NHS if required

Graphic by Jon Danzig

382

101 comments 1K shares

(Trends from UK, Singapore)

A person is shown from the side, holding a smartphone. The image is overlaid with a semi-transparent blue filter. The text is written in white, bold, sans-serif font across the middle of the image.

But, does the delivery app ecosystem take into account the complete experience of customers during these times?

More delivery slots, lower minimum order, & double promo codes are key issues to solve

Adapt to Consumer Trend #3

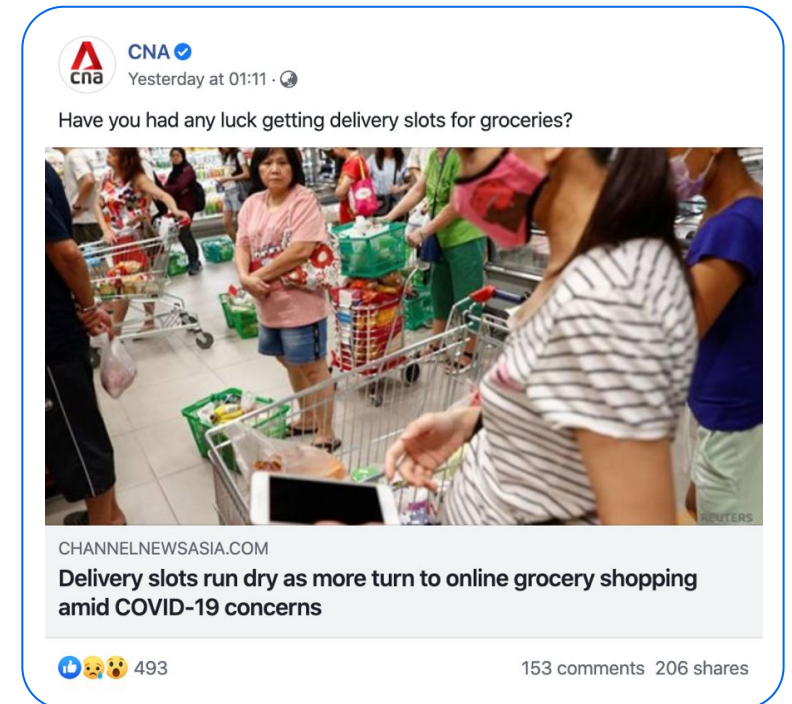
As governments call for safe distancing measures and only essential visits out of home, grocers, restaurants & platforms are being called to work together for a better customer experience. as people rely heavily on delivery services and e-commerce

GLGT Public urged to buy food and groceries online, defer visiting malls



Engagement metrics:

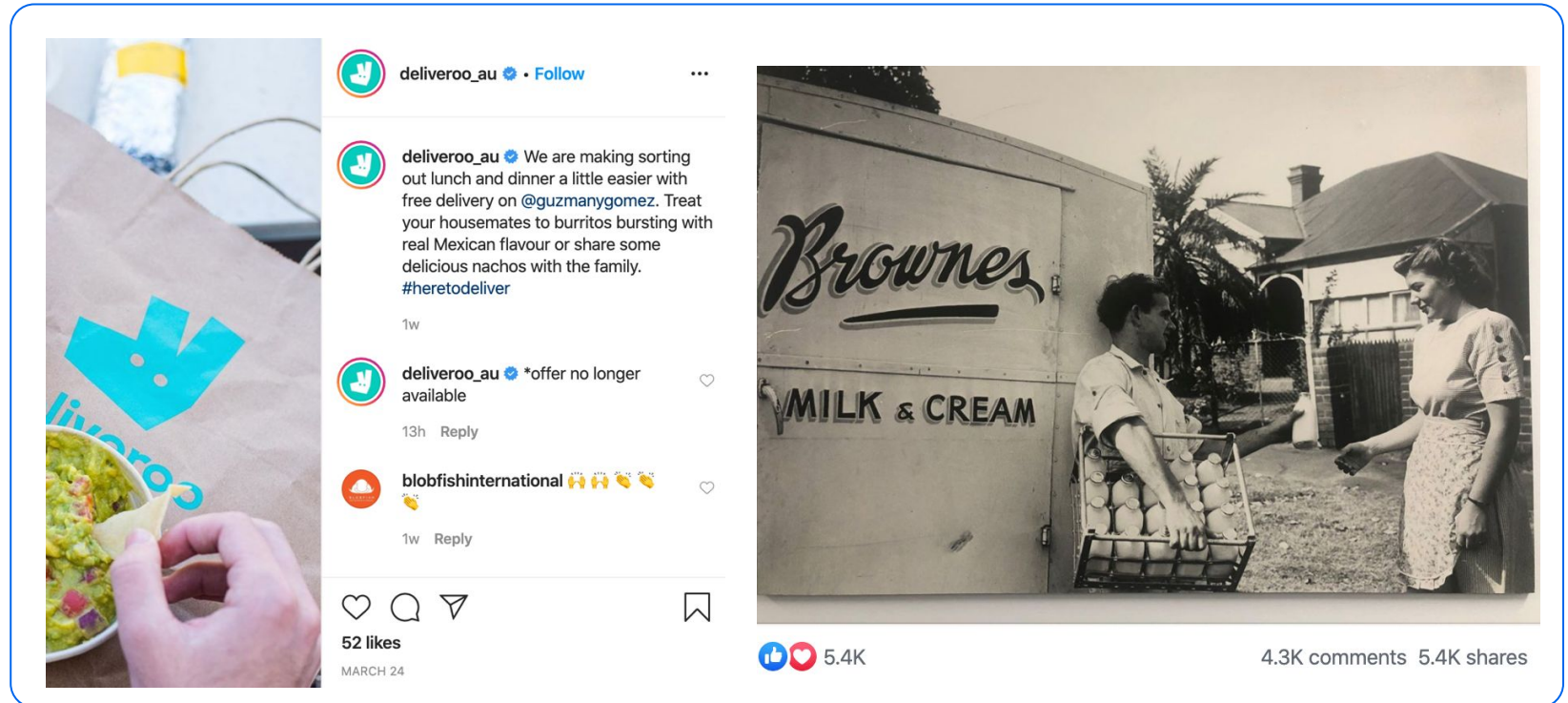
766 Likes,
481 Comments,
206 Shares



(Trends from Singapore)

Address blind-spots in apps or starting a new online offering in these times

1. Reduce minimum order or tie-up with select partners for free delivery without a premium membership (e.g. what Deliveroo did in Australia)
2. Train taxi and private hire drivers on contactless pickup or engage existing staff to deliver through a new online offering (e.g. Brownes opened up an online store in Australia)
3. Take care the restaurant promo codes are not conflicting with the app promo codes



(Trends from Australia)



**Bring offline to online
to create new experiences**

Cancelled product shows and offline discount sales are going online

Adapt to Consumer Trend #4

Major product and media events such as IT Show 2020, SXSW have either been pushed back or cancelled.



606K like this · Arts and entertainment

26 Mar · 🌐 · ...that didn't go ahead due to the cancellation of SXSW, BBC Music Introducing and industry partners DIT, PPL - Phonographic Performance Ltd, PRS for Music, PRS Foundation and Association of Independent Music took over a venue to put on a special series of performances from...



639

83 comments 90 shares



10 February · 🌐

All 3 events have been postponed until further notice.



STRAITSTIMES.COM

IT Show, two other Singapore events in March postponed due to coronavirus outbreak

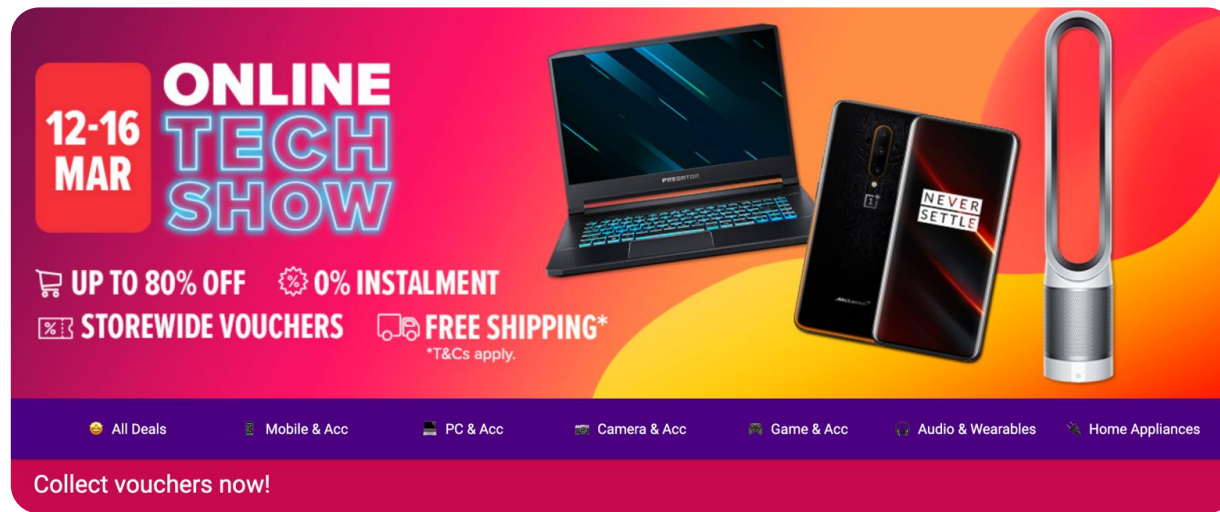


600

83 comments 359 shares

Every major cancelled show is an opportunity to innovate online

IT Show's no-show: How to still snag tech deals

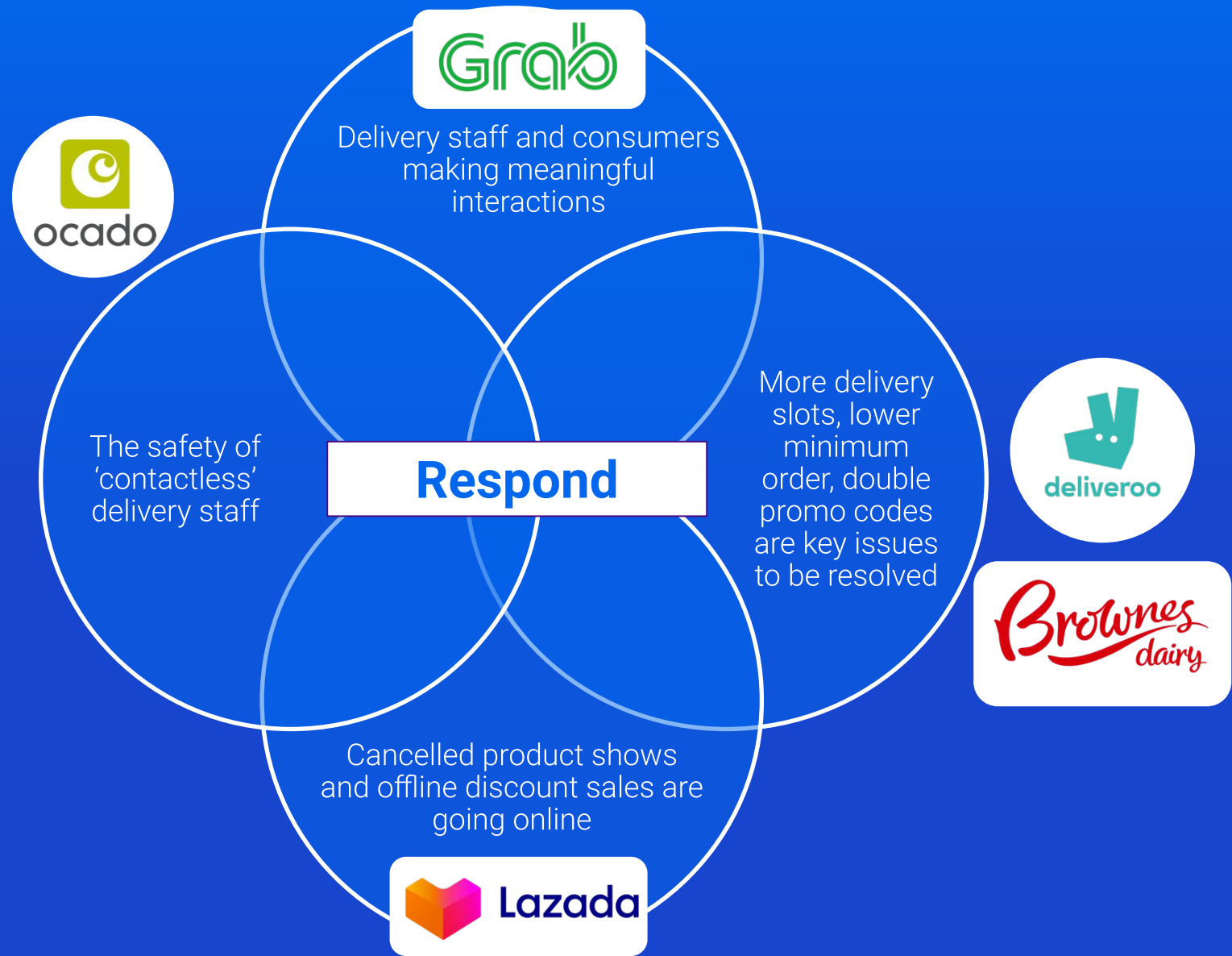


Lazada's Online Tech Show restores March tech deals and discou

(Trends from Singapore)

Adapt:

Deliver it to me



How can you adapt and respond?

Let's conference call.

