

The Covid Quadrant

As we begin to emerge from the uncertainty around COVID-19,
we are seeing businesses fall into one of four quadrants.
Depending on where your business sits, you may be
asking some of these questions....

Quadrant

COVID-19 has forced companies to reassess, react and adapt throughout the pandemic. Now, as we enter the final phase, it is critical that you identify your company's position and understand the questions your customers may have about your brand.

Pivot

stop doing X
and start doing Y



Hibernate

shut down until you
can trade again



Operate

assume this is how things
are going to be for a while,
cut costs & be agile



Hunker Down

sit it out, scale back &
prepare for after the crisis



Hibernate



HOW

do we stay relevant and keep people interested in our brand?

OUR COMPANY

is being forced to hibernate because we don't know how to pivot. What can we do?

HOW

will customers perceive our brand when we emerge from hibernation?

WE DON'T KNOW

what things will look like in the future once we re-open. We are keen to explore new services and associated comms for when we emerge from this.

Hunker Down



WHAT

do our customers need as a bare minimum?

HOW

do we ensure the products and services we are focusing on are the right ones?

WHEN

we come out of this, what is the world going to look like? And **HOW** do we make sure that our first moves are the right ones?

HOW

do we stay connected with our customers



Operate

HOW

has the customer journey changed, and is our business aligned?

We've had our budgets cut. How can we better use the data we have? **HOW** can we move our research online?

HOW

do we know if our external comms are hitting the mark and if we are using the right tone and language?

WHAT

does consumer discretionary spend look like now and what will it look like post COVID-19?



Pivot

WHAT

other products and services can we develop that will meet the new consumer needs?

HOW

can we test new concepts when there is no face-to-face research?

We have changed our business model. **WHAT** do our frontline staff need help with to upskill?

Given this amount of change, **HOW** do our staff feel about the change of direction?

Potentiate

At Potentiate, we work with businesses in all four quadrants to help them:



Connect

Keep connected to their
customers



Listen

Understand their
employees' needs



Understand

Gain a better understanding
of the markets in which
they operate

If you need a hand navigating the new world,
please reach out to HX@potentiate.com

Powering Human Experience