

# COVID-19's impact on digital transformation

## FLAWS EXPOSED in customer engagement

Failed to communicate due to fear

35%

Bad comms damaged brand reputation

37%

Lost customers due to bad comms

36%

Should have done more to help customers

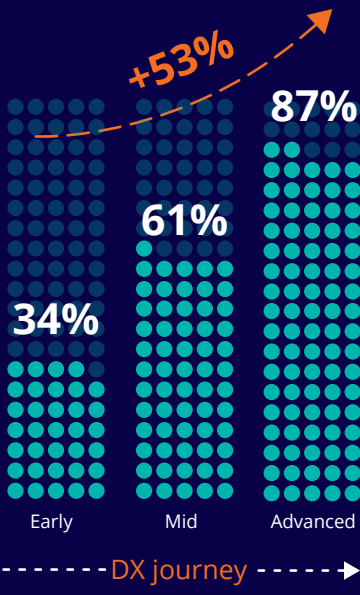
54%

91%

Agree permanent business changes are required for us to survive in a post-coronavirus world

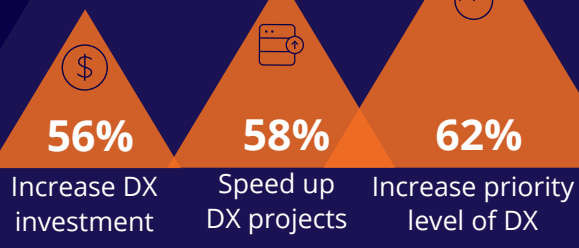
## INCREASED URGENCY for digital transformation

Businesses with more advanced DX were in a stronger position to respond to COVID-19



Strong position to respond to COVID-19

### COVID-19 ACTIONS



## OPPORTUNITY to put customers at the HEART OF DX



69%

COVID-19 taught us how to be more empathetic



61%

We learned more about our customers during COVID-19 than in the previous two years



74%

COVID-19 will permanently change the way we operate for the better

Data taken from a survey of 1,212 businesses conducted for Pegasystems by Savanta in May 2020.

### About Pegasystems

Pega is the leader in cloud software for customer engagement and operational excellence. The world's most recognized and successful brands rely on Pega's AI-powered software to optimize every customer interaction on any channel while ensuring their brand promises are kept. Pega's low-code application development platform allows enterprises to quickly build and evolve apps to meet their customer and employee needs and drive digital transformation on a global scale. For more than 35 years, Pega has enabled higher customer satisfaction, lower costs, and increased customer lifetime value.

For more information visit us at [pegasystems.com](https://www.pegasystems.com)