



Preparing for the new reality

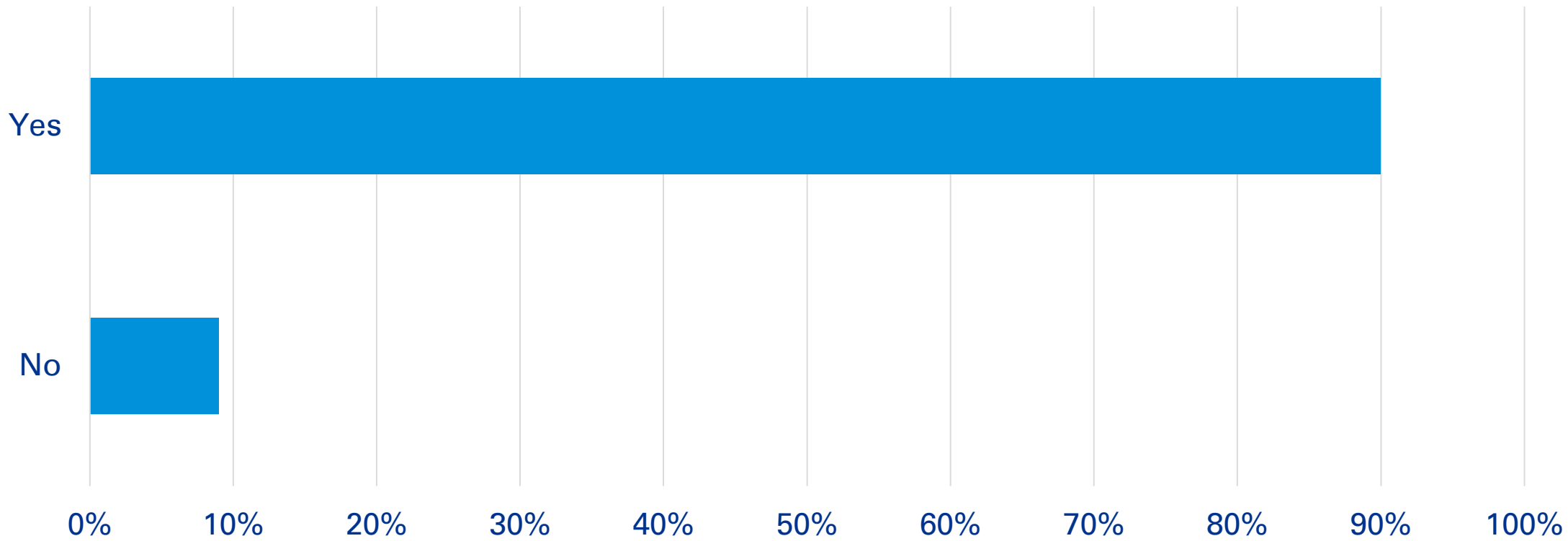
Session 5: Consumer and the new reality

Poll results

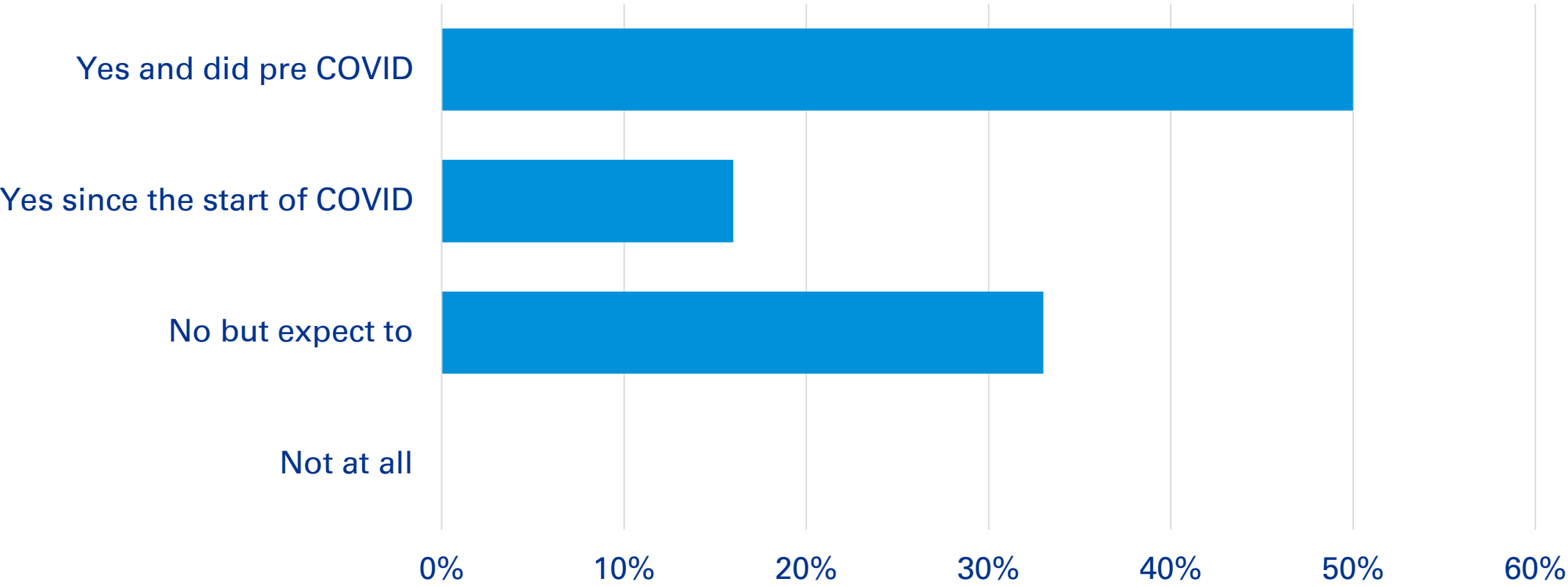
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15 July 2020

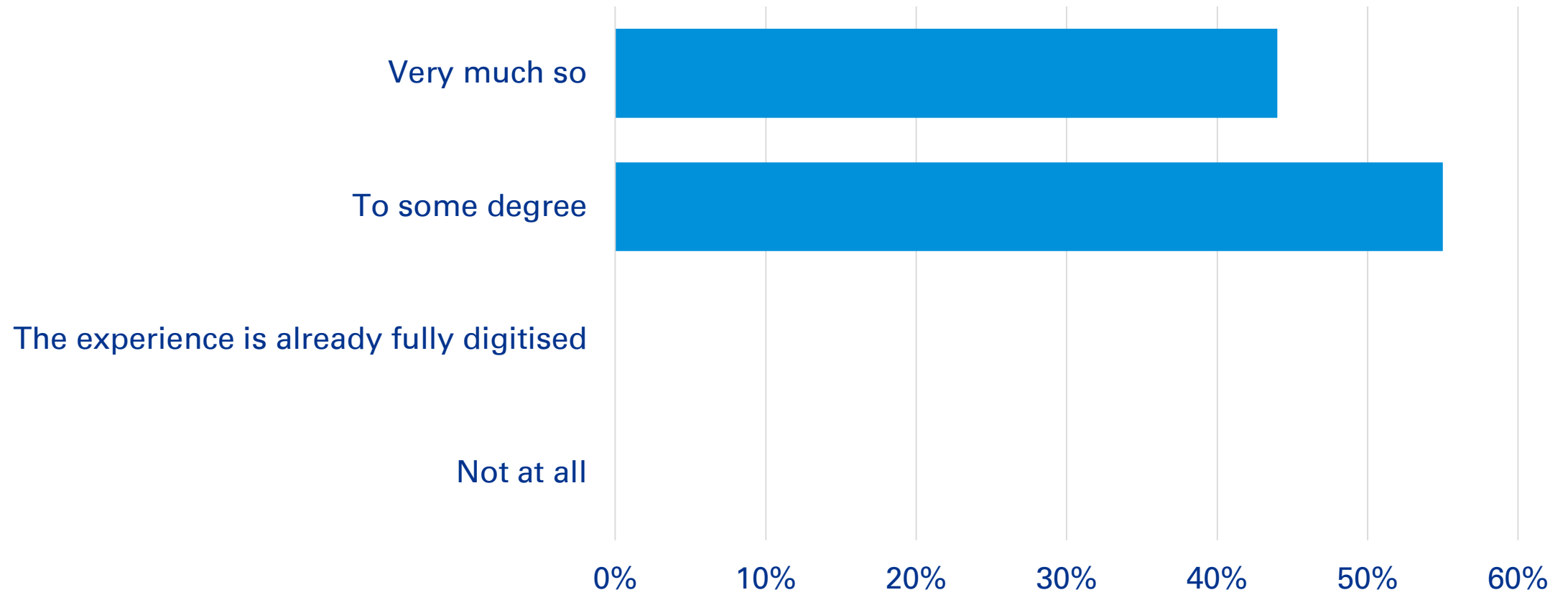
From a personal perspective, do you agree with the findings of the KPMG research?



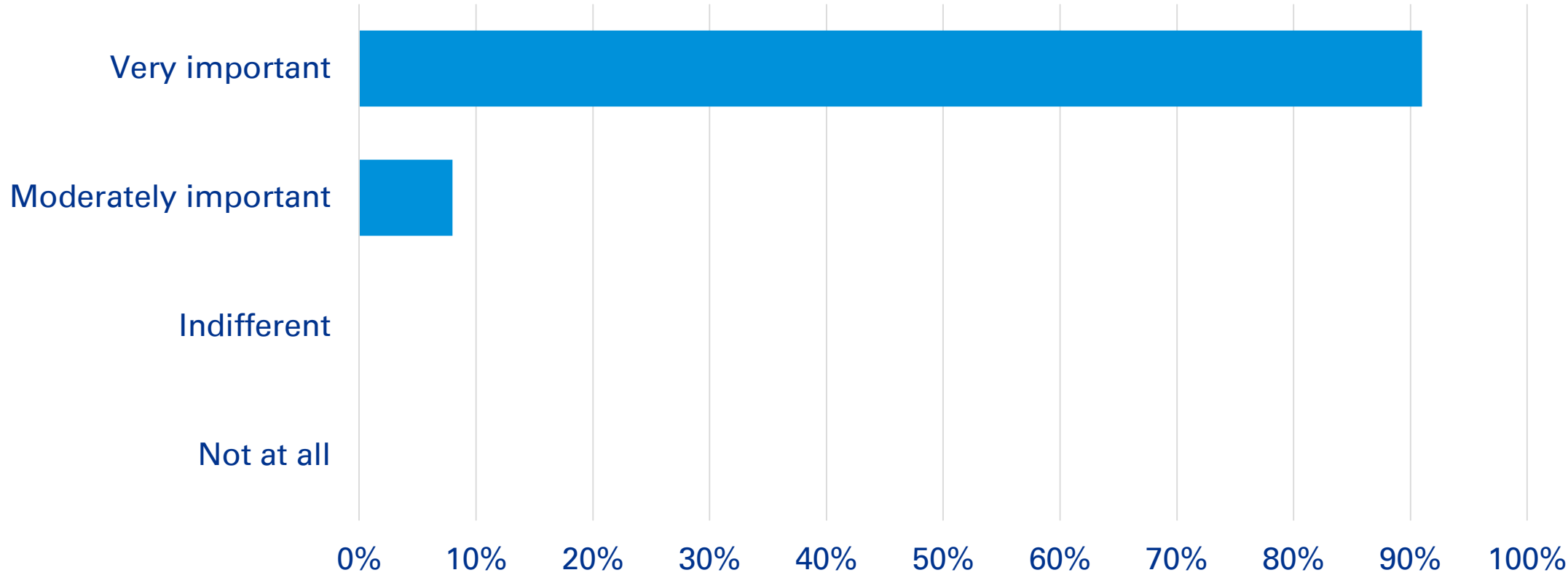
From a business perspective, are you seeing signs of changes in customer behaviour and expectations?



Do you believe improvements in digitisation in your business will improve the customer experience?



How important is Trust in your brand to your customer base?





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