

Wave V-IV

Leveraging Technology to Address the Challenges of the COVID-19 Pandemic

- Oct. 2020

Modern Commerce Monitor™

Since the start of the pandemic, business owners have had to address several challenges.



OPERATING WITH
REDUCED REVENUE

BUSINESS OWNERS HAD TO REIMAGINE THEIR BUSINESS LEVERAGING
NEW TECHNOLOGY WHILE REDUCING EXPENSES IN OTHER AREAS.

33%

Open businesses
invested in a new
technology during
the pandemic

74%

Postponed large
investments

48%

Furloughed / laid off
employees

Source: Localogy Modern Commerce Monitor™; Wave V-II: N= 1,011 SMBs (April, 2020);
Wave V-III: N= 1,014 SMBs (June, 2020); Wave V-IV: N=1,009 SMBs (October, 2020).



FINDING NEW WAYS
TO TRANSACT WITH
CUSTOMERS

THEY TURNED TO ONLINE SOLUTIONS TO HELP FIND NEW WAYS TO
REACH CUSTOMERS...

30%

Enhanced or
purchased new
websites

33%

Purchased new
online ordering/
scheduling platforms

23%

Implemented
contactless transaction
technology

Source: Localogy Modern Commerce Monitor™; Wave V-IV: N=792 SMBs.



MANAGING REMOTE
WORKERS

... AND MANAGE REMOTE EMPLOYEES. (77% OF BUSINESS OWNERS
HAD REMOTE EMPLOYEES DURING THE PANDEMIC)

52%

Productivity/
operational software

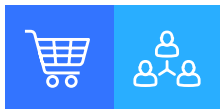
50%

Communication
software

41%

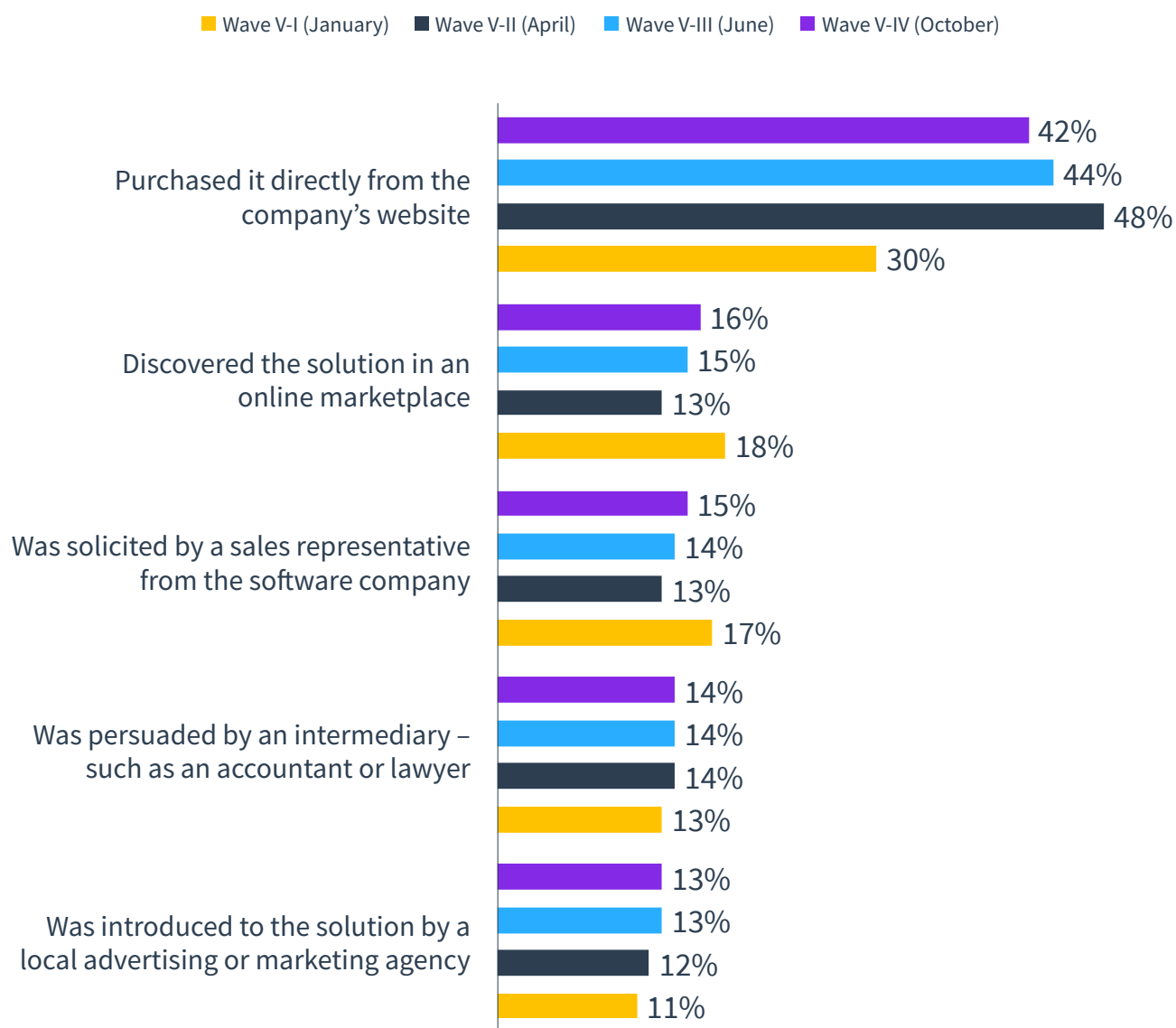
Document
management software

Source: Localogy Modern Commerce Monitor™; Wave V-IV: N=608 SMBs.



Fifty-eight percent of business owners purchased these tools directly from a company's website or an online marketplace.

WHERE BUSINESS OWNERS PURCHASED THEIR ONLINE SERVICES

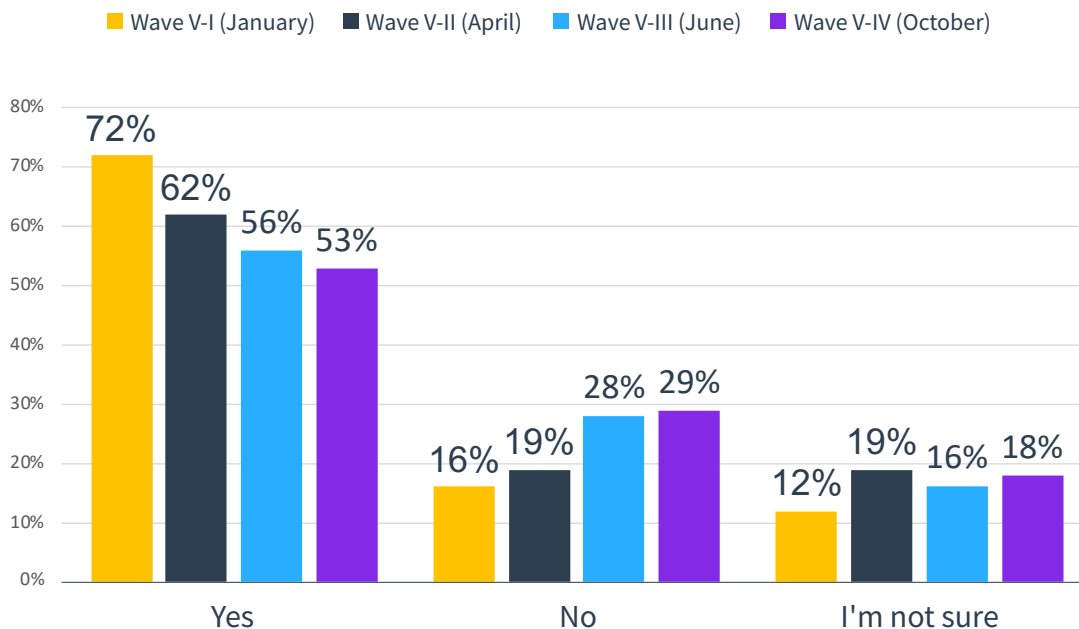


Source: Localogy Modern Commerce Monitor™;
Wave V-I: N= 923 SMBs; Wave V-II: N= 538 SMBs; Wave V-III: N= 636 SMBs; Mini Wave V-IV: N= 688 SMBs.

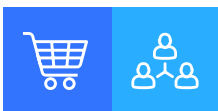


While the majority of business owners purchased these solutions from a company they have done business with in the past, more businesses are looking at new providers.

WAS YOUR RECENT SOFTWARE PURCHASE FROM A COMPANY YOU HAVE CONDUCTED BUSINESS WITH BEFORE?



Source: Localogy Modern Commerce Monitor™;
Wave V-I: N= 923 SMBs; Wave V-II: N= 538 SMBs; Wave V-III: N= 636 SMBs; Wave V-IV: N= 688 SMBs.

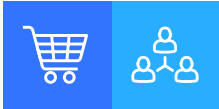


63%

of local businesses do not know what to purchase next after they get an online solution.



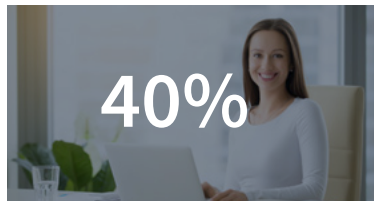
Source: Localogy Modern Commerce Monitor™; Wave V-IV: N= 792 SMBs



In addition, only 45% of business owners feel they are fully using the capabilities of current platforms. Moving forward, 42% of business owners state that finding the right technology is a top concern. However, they expect current providers to help.



Provide additional training & education on current solutions



Provide increased technical assistance

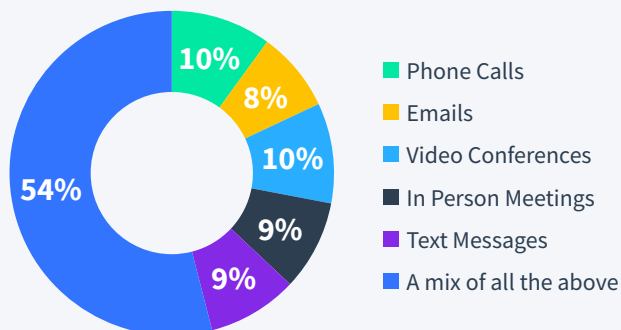


Provide recommendations on other technology that would be right for their business

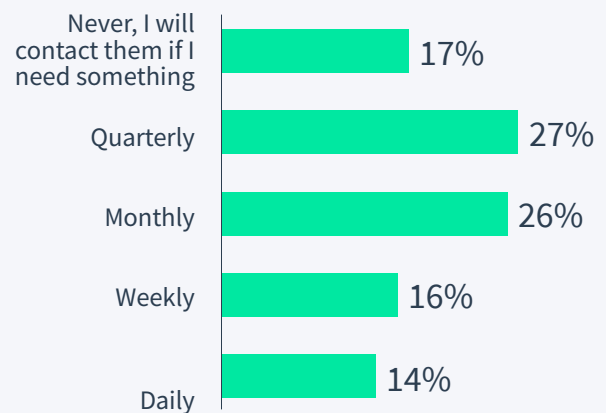
Source: Localogy Modern Commerce Monitor™; Wave V-IV: N=688 SMBs.

When contacted by service providers, business owners want a mix of communications and want to be contacted at least monthly.

WHAT IS YOUR PREFERRED COMMUNICATION METHOD WITH SERVICE PROVIDERS?



HOW OFTEN SHOULD A PROVIDER CONTACT YOU TO DISCUSS THINGS?

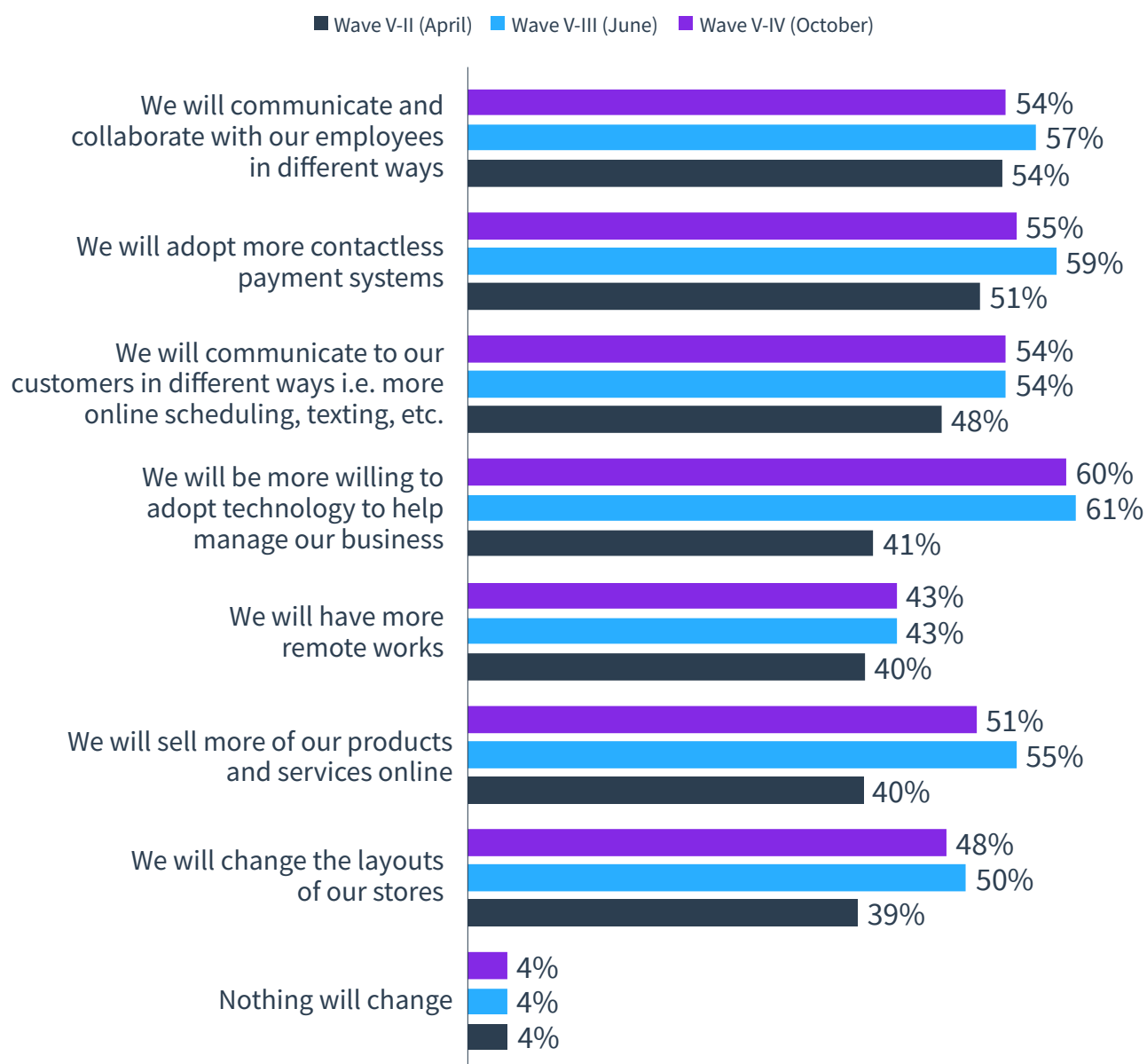


Source: Localogy Modern Commerce Monitor™; Wave V-IV: N=792 SMBs.

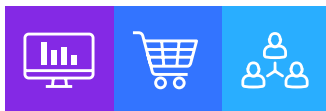


Business owners feel the pandemic will have a long-term impact on their business.

TOP WAYS THE COVID-19 CRISIS WILL IMPACT YOUR BUSINESS IN THE FUTURE

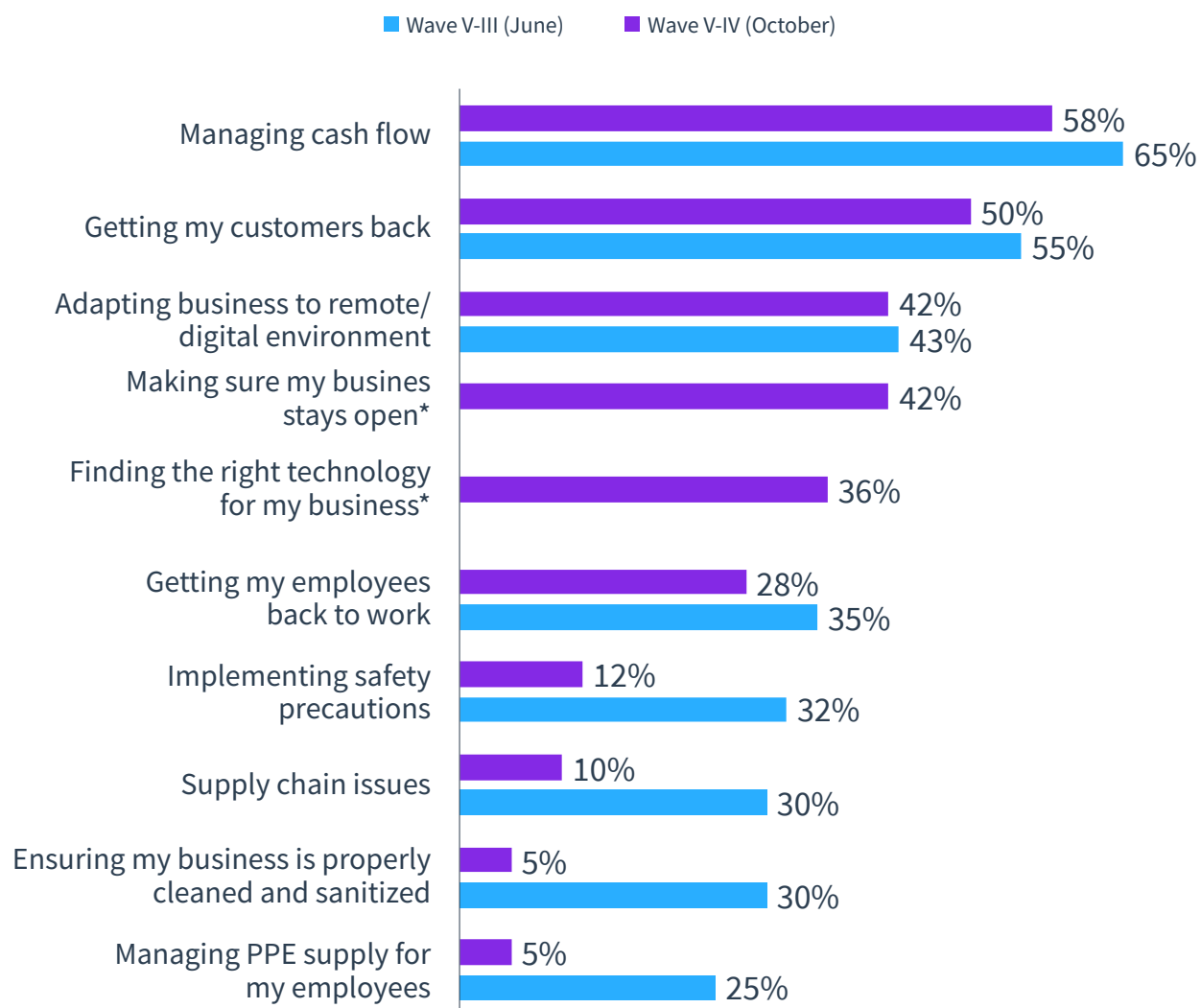


Source: Localogy Modern Commerce Monitor™;
Wave V-II: N= 1,002 SMBs; Wave V-III: N= 1,005 SMBs; Wave V-IV: N= 1,009 SMBs.



Top areas of concern for business owners are managing cash flow, getting customers and implementing technology.

TOP AREAS OF CONCERN FOR LOCAL BUSINESSES OVER THE NEXT FEW MONTHS



Source: Localogy Modern Commerce Monitor™; Wave V-III: N= 1,005 SMBs; Wave V-IV: N= 1,009 SMBs.

*These responses were not part of the Wave V-III question.



Business owners want help marketing to new and old customers over the next few months.

TOP MARKETING AREAS BUSINESS OWNERS WANT HELP WITH
OVER THE NEXT FEW MONTHS



Source: Localogy Modern Commerce Monitor™; Wave V-IV; N= 1,009 SMBs.