

# NOTHING HAS BEEN UNTOUCHED BY THE PANDEMIC.

**RESETS ARE HAPPENING ACROSS EVERY SECTOR.**

Business and industry have a perfect opportunity to change business models to achieve success and create value for stakeholders. To achieve this they need to meet the needs of their customers and other stakeholders, including society as a whole.



**RESETS ACROSS ALL  
VERTICAL SECTORS**

**SPEED UP**

**CXO DECISION CYCLES  
NOW MUCH FASTER TO  
COPE WITH CHANGE**



**CUSTOMER  
BEHAVIOURS ARE  
CHANGING**



**PERCEIVED VALUES  
ARE CHANGING**

**HOW CAN**



**HELP?**

## **“I DON’T HAVE TIME FOR FULL SCALE DIGITAL TRANSFORMATION DURING COVID-19, I NEED TACTICAL SOLUTIONS TO KEEP MY BUSINESS ALIVE”**

Here at Go Reply we have had our thinking caps on about how we can help businesses as they enter into planning cycles for 2021. Here are some tactical solutions our clients used to address challenges during COVID-19.



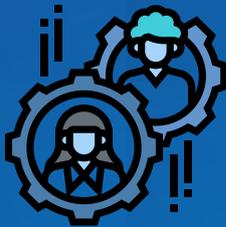
### **MY CALL CENTRES HAVE CLOSED, HOW DO I STILL PROVIDE SERVICE?**

Our chatbot solution can help reduce email enquiries by up to 75% and more than 99% of requests receive a curated and accurate response. Production ready versions can be deployed in 4 weeks. Let us help you take the strain out of your call centres.



### **MY E-COMMERCE SOLUTION CAN'T RAPIDLY GROW TO MEET NEW DEMAND DURING COVID-19**

You may be seeing massive demand spikes at certain times for face masks, antibac, toilet roll or whatever it maybe. Your site might slow down, or worse, crash. Avoid these issues and keep people shopping by deploying a 'Waiting Room'; allowing your customers to browse and shop as normal. This can solve an immediate challenge but we can also migrate your e-commerce to Google Cloud in a matter of weeks.



### **HOW DO WE REMOTELY TEAMWORK, COLLABORATE & RETAIN OUR CULTURE?**

Extraordinary circumstances are driving a more urgent need for stable, efficient, and reliable tools that enable remote work and collaboration for businesses of all sizes. Let us help you by implementing Google Workspaces without great expense.



### **HOW DO I ENABLE A DATA DRIVEN BUSINESS TO PROPEL ME INTO 2021?**

You want a data driven business, but a fragmented architecture with various data silos is driving inconsistency, unnecessary complexity and increased cost. We can help you build a unified data ocean with a common approach to data governance. This provides your data science teams with common capabilities and shared tooling across the enterprise which will enable accelerated data insights.



### **HOW DO I MONITOR REAL TIME CHANGING CUSTOMER BEHAVIOURS SO WE CAN REACT ON INSIGHT?**

We can help you combine your business data with external data-sets for valuable insights. If you are selling direct to to consumer and have a high Google Ads spend do you know how effective your ads and marketing campaigns are? Would you like to understand if discounting a product is more effective than marketing it more heavily?