**FLAWS EXPOSED in customer engagement**

- 35% Failed to communicate due to fear
- 36% Bad comms damaged brand reputation
- 37% Lost customers due to bad comms
- 54% Should have done more to help customers
- 91% Agree permanent business changes are required for us to survive in a post-coronavirus world

**COVID-19 ACTIONS**

- 56% Increase DX investment
- 58% Speed up DX projects
- 62% Increase priority level of DX

**INCREASED URGENCY for digital transformation**

- 87% Businesses with more advanced DX were in a stronger position to respond to COVID-19

**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 taught us how to be more efficient

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 high-regarded and successful businesses rely on Pega’s software to optimize every customer interaction, any channel, while ensuring their brand promise is kept. Pega’s low-code approach is built upon a proprietary cloud architecture that allows companies to rapidly build and adapt apps to meet their customer and employee needs and drive digital transformation on a global scale. For more information, visit us at pega.com.