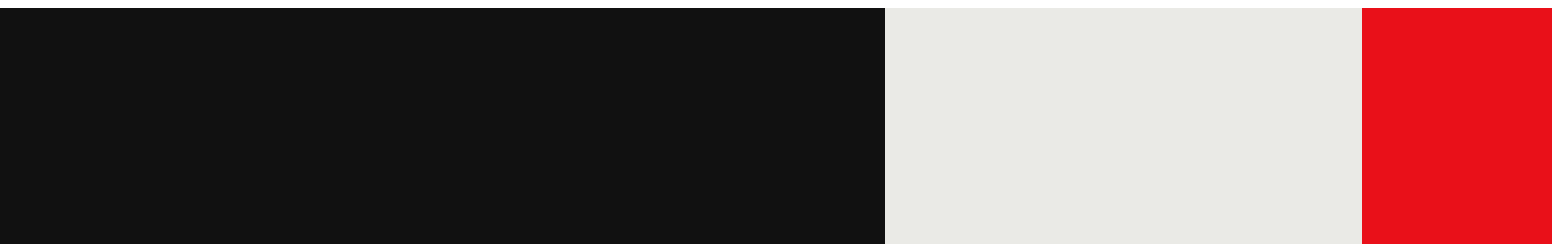


# The pandemic moved people online. Here's how brands must react.

## Article

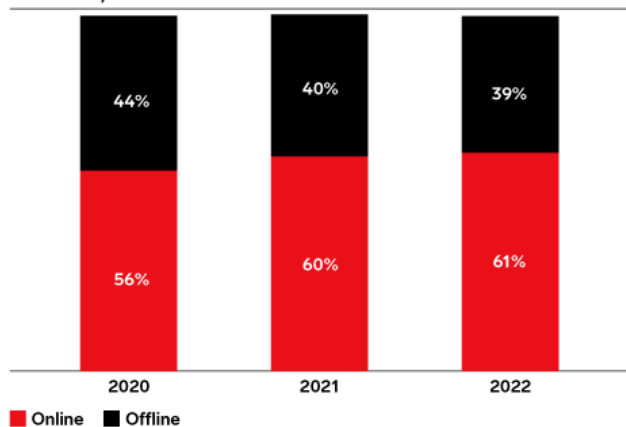


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Around the world, more than **60%** of consumer interactions with companies take place online. This figure has risen significantly since the onset of the pandemic, up from about **40%** in 2019.

## Online vs. Offline Interactions with Companies According to Consumers Worldwide, 2020-2022

% of respondents



Note: ages 10-58

Source: Salesforce, "Fifth Edition State of the Connected Customer," May 13, 2022

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**Beyond the chart:** The pandemic drove consumers online—**600 million** more people will use the internet this year than in 2019, per our estimates. And while some pandemic habits are waning, those new users won't be logging off. Brands need to build out online customer service to meet consumers where they are.

Still, even though people are more likely to interact with companies online, **47%** prefer making purchases in stores, meaning brands should satisfy consumer demands across channels.

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