

# The pandemic's impact on customer experience, the best US loyalty programs, and Gen Z's recovery from the pandemic recession

Audio

On today's episode, we discuss data's role in customer experience (CX), how the pandemic changed the way companies approach customers, and how to measure CX ROI. We then talk about the best loyalty programs in the US, shifting to contactless payments, and whether Gen Z will recover from the pandemic-induced recession. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Jeremy Goldman.

**Customer Service Professionals Worldwide that Use the Following Communication Channels, 2018 & 2020**

*% of respondents and % change*

	2018	2020	% change
Phone	96%	94%	-2%
Email	94%	92%	-3%
In-person	89%	75%	-16%
Online forms	69%	72%	5%
Social media	68%	71%	4%
Knowledge bases	69%	70%	1%
Customer portal	65%	68%	4%
Online chat/live support	50%	67%	35%
Messenger apps	51%	66%	29%
Text/SMS	60%	64%	8%
Mobile app	49%	60%	21%
Online communities	45%	52%	15%
Video support	32%	46%	42%

Source: Salesforce, "State of Service," Dec 8, 2020

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