Cambridge Consultants

The COVID questions
Shaping our response for an innovative post-pandemic world

1 WORK
How will the employment landscape evolve following international lockdown?

Flexible working
How can technology enable companies to effectively adapt to increased remote working?

Cyber security
How can companies protect themselves with an increased need for online communication?

Corporate travel
How can technology close the efficacy gaps between remote and face-to-face interaction?

59% of firms have up to only three months of cash in reserve

Zoom related hacking threats have **jumped by 2000%**

The business travel sector set to lose **$820 billion**

2 WELLNESS
How will we manage wellness to protect ourselves in the future?

Healthcare
How could learnings from the pandemic encourage new healthcare tech solutions?

Mental health
What tools can employers use to ease increased anxiety from future uncertainty?

Exercise
How can tech enable a personal service and ensure correct form when exercising remotely?

75% of GP appointments are currently being conducted remotely

84% of Americans surveyed are uncomfortable talking to their employer about mental health

Interest in home fitness equipment **surges up +300%**

3 RETAIL
How will the employment landscape evolve following international lockdown?

Manufacturing & supply
How could organisations adapt their locations and processes to protect themselves?

Employment landscape
How will the learnings from COVID accelerate the transition to automation?

The high street
How can organisations adapt to retain customer interaction in a high street setting?

On average, lead times have **more than doubled** from December

36 million US jobs have a high susceptibility to automation

Tesco have changed more in the last **3-4 weeks** than in the whole decade

4 LEISURE
How will people gather, be entertained and explore the world post-crisis?

Travel & tourism
How will travel organisations restore consumer confidence of health and safety?

Experience & events
How can organisations adapt to enable increased engagement from remote consumers?

Hobbies & socialising
How can technology enhance remote socialising and digital interactions?

Air quality in cabins are becoming an advertised feature of air travel

It is estimated that the demand for esports in Australia has **at least tripled**

Facebook has seen group calling **increase by 1000%**

References:

Work

More than half of firms ... (British Chambers of Commerce, April 2020)
Zoom related hacking threats... (threat research analysts from Webroot, April 2020)
Reuters Business travel sector... (industry group, Mar 2020)

Healthcare

75% of GP appointments remote ... (Royal College of GPs, Mar-Apr 2020)
84% of Americans are uncomfortable talking ... (mentalhelp.net)
Interest in home fitness ... (Google Trends Apr 2020 vs Apr 2019)

Retail

US companies lead times ... (Institute for Supply Management, Mar 2020)
36 million US jobs ... (Brookings Institute, Mar 2020)
Tesco CEO says stores have changed ... (Thisismoney.co.uk, Apr 2020)

Leisure

Air quality advertised feature, (travelperk.com, Mar 2020)
Australian estimates..., (The Guardian, Apr 2020)
Facebook calling 1000%, (BBC, Mar 2020)