

Meet the post-COVID UK consumer:

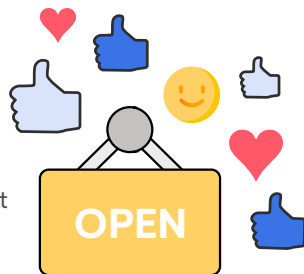
# Expectations everywhere: The demanding post-pandemic consumer

Consumers are preparing for a “post-COVID” world in which they have new perceptions, new demands, and plans to spend. Freshworks surveyed 10,500 global consumers, including 2,000 in the UK, to identify the new shape of the consumer.

## Consumers look local

**39%** of UK consumers were inspired to support local businesses during the pandemic

**48%** of UK consumers believe small businesses got better at customer service during the pandemic



## British tell pandemic porkies

**23%** of UK consumers admitted to telling a lie when dealing with a brand or customer service representative over the last year in order to get their way



## Large businesses miss the mark

**35%**

of UK consumers thought large businesses got worse at customer service



## Pandemic patience is wearing thin

**31%** of UK consumers said the pandemic has made them more likely to stop using a brand in response to a bad customer service experience



## Covid excuses don't cut it anymore

**27%** of UK consumers said they were already sick of Covid-related excuses, or never accepted them in the first place

**70%** of UK consumers said they were less likely to be understanding or empathetic when they feel like customer service is wasting their time

