

How Has COVID-19 Been For Your Business?

Hi there,

I hope you are safe and doing well in these trying times.

The COVID-19 situation has been nothing short of devastation unleashed upon the world, and it is leading to an irreversible change in how businesses and retail work. Despite the ever-increasing job loss claims, a large online home furnishing brand that uses Helplama for delighting their customers reported this to us:

“Strangely, (we) had our best month ever in April.”

We’re seeing this trend across hundreds of brands, and the growth doesn’t seem like it is going to slow down. So, this prompted us to dig into some of our own data on the Ecommerce and SaaS sales volumes. When we combined it with data from the US Department of Commerce, the results were ABSOLUTELY startling!

Even going by our VERY conservative estimates, ecommerce is all set to completely demolish brick and mortar sales at least 5 years earlier than expected.

This is not a small thing, and we might see the golden age of the digital economy within the next 10-15 years.

You can read more about our research effort [here](#).

The trajectories are changing right NOW, and there is no time to wait. If you've put off your marketing plan for another day, please DO NOT! Those who move fast today will gain the most out of the new economy! It is perhaps time to look at what lies ahead....the new world!

We've been working hard to compile some amazing advice for you on our [blog page](#). Customer satisfaction will not be passé, and the new retail economy of the 2020s will belong to the brand that delivers nothing less than absolute delight! It is a \$10 trillion question, after all!

[Here we list down 9 such ways to delight your customers](#) and build a brand for the new economy.

I'm sure these tips will help you!

Let us know how the lockdown has been for your business so far and we would be glad to have a personalized conversation with you regarding what might be able to help you. Just reach out to me at ryan@helplama.com.

Stay safe.

Ryan