

Tetra Insights Releases Its Annual Customer Insight Trends & Benchmarks Report

The report's findings help businesses tackle the research they should do now to understand how customer behavior will change after COVID-19

2020

Customer Insight Trends & Benchmarks

Boulder, Apr 8, 2020 ([Issuewire.com](https://www.issuewire.com)) - Companies across all industries are challenged to adapt to the current COVID-19 crisis and to understand how their customers' behavior will change as a result. Tetra Insights' *Customer Insight Trends and Benchmarks* report helps businesses understand how top companies currently leverage user research methods to improve their products and customer experience.

The second annual *Customer Insight Trends & Benchmarks* report features data from more than 200 product managers, designers, and researchers. The report examines the importance of using research and qualitative data to inform business and marketing decisions.

"This knowledge is critical as businesses react to the COVID-19 crisis and plan their response to the effects the pandemic is having on their customers' needs and purchase behavior," said Michael Bamberger, Co-founder and CEO of Tetra Insights. "We're learning that companies that already prioritize and invest in customer insights are more in tune with their users' needs and have been able to adjust quickly and innovate more successfully in this time of great change."

Some key insights of the report are especially meaningful during this time of economic crisis:

- 63.9% of respondents said providing an excellent customer experience is a top strategic priority. This is an increase of 8.4% from last year, and we expect it to grow as companies rebound from COVID-19 and respond to nascent customer needs.
- Nearly 97% of respondents chose qualitative data sources like interviews and recorded customer behavior as the most important source of insight into their customers. This shows that the most innovative companies are increasingly reliant on a deep understanding of their users that are beyond insight only from analytics data.

The report and its findings can be found [here](#).

About Tetra Insights: Tetra Insights builds technology that maximizes the value of qualitative data. Our team of researchers, data analysts, and engineers are solving the most complex problems involving user research and qualitative data. Our software enables companies to unlock the full potential of the most valuable data they collect: real interactions with users and customers.



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