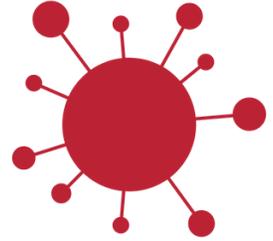
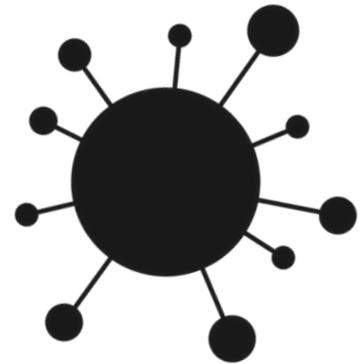


April 2020



COVID-19 Consumer Call Trends Report

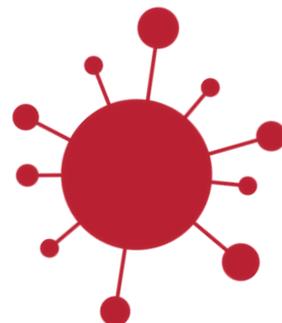
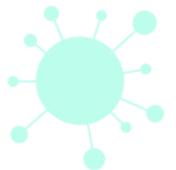
What services are people interested in during this pandemic?



Call data analyses presented by:



RingPartner



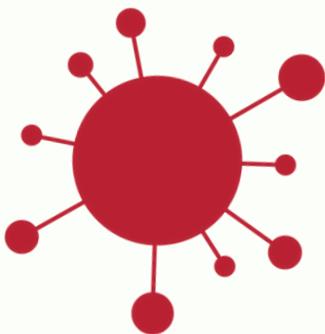


What is the effect of COVID-19 on Consumer Calls?

The COVID-19 pandemic has already changed the way people interact with each other across the globe, with a new reliance on technology to stay connected while self-isolation is in full swing. The RingPartner team analyzed thousands of calls from April 2020 to see the potential changes in consumer behaviour as a result of adapting to altered lifestyles in the face of global health concerns.

A variety of categories on the RingPartner marketplace, including TV Repair and Pool Service, saw massive spikes in call volume when comparing March to April 2020. While some categories see occasional shifts in call volume due to seasonality, these April 2020 spikes could be a result of the impact of COVID-19 on consumer behaviour.

This data was generated across thousands of consumer calls to diverse business sectors each and every month. Data analysis took place across North America.





TIME FOR TV

We saw that last month that there was a large increase in consumer calls for Cable TV. This month people are looking to get their TV equipment in tip top shape in order to make the most of their of their new plans. **Calls for TV Repair saw a 477% increase in consumer calls** as compared to last month. After all, how are you supposed to binge the latest HBO hit if your screen isn't working?

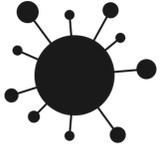
RIDING IN STYLE

People are putting their extra time at home to good use, finally tackling those projects and upgrades they've been pushing to the side, including their car improvements. It seems that now is the perfect opportunity for people to upgrade their ride by replacing the not-so-nice parts of their vehicles. From project cars, to replacing accident implications, **Auto Body call volume is up 196%**.

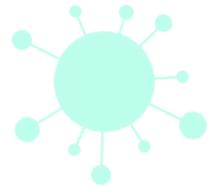




LEVELING UP THE LAWN



As the weather brightens, people are moving their home improvement projects to the outdoors, and calling in the pros for help. With more time spent at home, consumers are finding that it's the perfect time to upgrade their backyards to make the most of their space. **The call volume for Landscaping Services has increased 107%.**



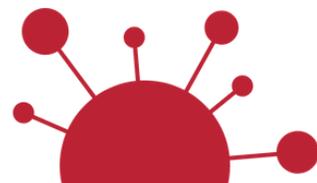
MOVE THAT TREE

When spending time outside in the yard, there's nothing worse than tall trees taking up your views, and lawn space. However, removing these beasts on their own is often not an option. Consumers are soon finding that they need more than an axe to get the job done, and are calling in the experts for help. **Calls for Tree Removal are up 216%.**



POOL PARTY PREPARATION

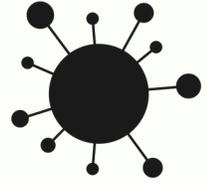
If you're stuck at home, why not make the most of your backyard by spending some time in the pool? **Calls for Pool Service are up 126%.** With summer just around the corner, consumers are preparing their pools for some fun in the sun.





TOP 10 INCREASES IN CALL VOLUME

April 2020, COVID-19



Notable increases in call volume are highlighted in this report, and RingPartner's data analysis revealed many other categories which saw a spike in call volume when comparing call volume in March versus April.. A collection of the top increases in call volume can be seen below.

Category

Services callers want during COVID-19

% Increase in Call Volume

March call volume as compared to April

