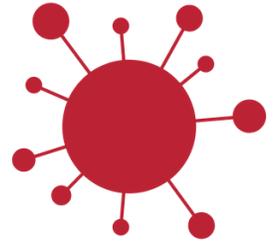
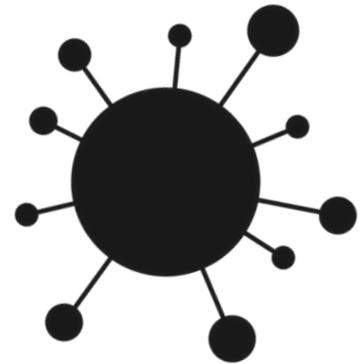


March 2020



COVID-19 Consumer Call Trends Report

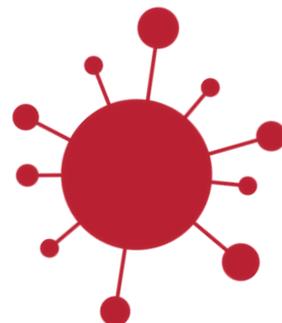
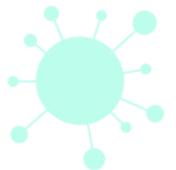
What services are people interested in during this pandemic?



Call data analyses presented by:



RingPartner





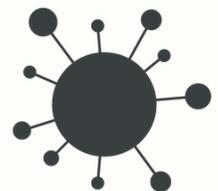
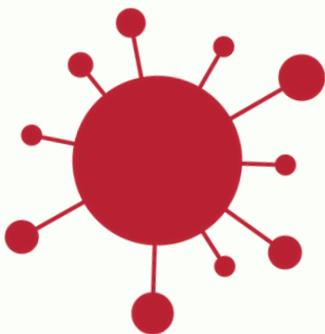
What is the effect of COVID-19 on Consumer Calls?



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 March 2020 to see the potential changes in consumer behaviour as a result of adapting to altered lifestyles in the face of global health concerns.

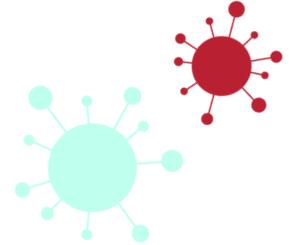
A variety of categories on the RingPartner marketplace, including Wildlife Removal and Biohazard Cleanup, saw massive spikes in call volume when comparing the first half of March 2020 to the second half of the month. While some categories see occasional shifts in call volume due to seasonality (just think of your lawn care needs in the summer versus winter months), these March 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.





ADAPTING TO A VIRTUAL REALITY



Despite the current events the world is facing, one thing is still true: staying connected is wildly important to everyone. **Internet Service Provider call volume is up 186%**, and **Cable TV calls are up 98%**, so whether it's binge watching the latest Netflix hit with friends, hopping on video calls while working from home, or signing up for a new streaming platform with kid-friendly content, people are setting themselves up with the tools they need most in a time like this.

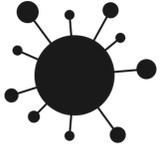
A NEED FOR HARDCORE CLEANING

With a steep increase in the number of Biohazard Cleanup calls, it appears that people are going into hyperdrive with their cleaning efforts in order to sanitize their homes and workplaces in case of a coronavirus outbreak. Alternatively, the numbers suggest that Biohazard Cleanup services are in high demand due to the increasing number of COVID-19 cases in the US, and post-exposure cleaning measures are being taken seriously. Whether it's preventative cleaning measures or dealing with the after-shocks of a positive COVID-19 case, **Biohazard Cleanup calls are up 206%**.



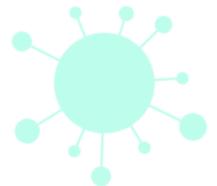


REDUCE, RECYCLE... REMODEL?

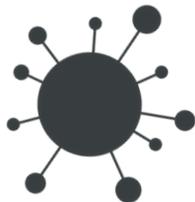


The **call volume for Recycling Centers is up 204%**. With the majority of the US population hunkering indoors, it's likely that declutter projects are finally being tackled, and many recyclables need a home. Other home DIY projects are prime for self-isolation hobbies, and **Remodeling calls are up 197%**, and **General Contractor calls are up 72%**. Now's the time to finish a basement to get access to even more square footage while staying home to reduce the spread of COVID-19.

FINALLY DEALING WITH PESKY PESTS



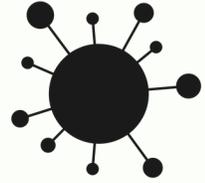
Wildlife Removal calls are up a whopping 303% from the first half of March to the end of the month. This could indicate that with more people at home, issues with pesky rodents or pests are finally being dealt with, or that the issues are no longer out of sight, out of mind when working from home!





TOP 10 INCREASES IN CALL VOLUME

MARCH 2020, COVID-19



Notable pops 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 the first two versus last two weeks of March, 2020. A collection of the top increases in call volume can be seen below.

Category

Services callers want during COVID-19

% Increase in Call Volume

First 2 Weeks vs. Last 2 Weeks of March 2020

