

TCS COVID-19 Business Impact Survey 2020

Digital Readiness and the Pandemic: Leaders vs Followers

In a recent survey, **nearly 300 global executives** told us how they fared during the pandemic. Our findings revealed two groups:



Leaders

and



Followers

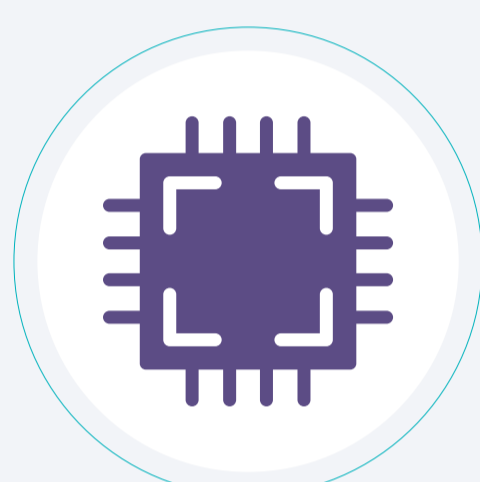
What makes a Leader?

We compared companies on whether they had six essential digital capabilities. We refer to companies with most or all of the capabilities as "Leaders" and companies with few if any of them as "Followers."

Six essential digital capabilities set Leaders apart



End-to-end digital customer experience (CX)



Highly automated core business processes



Robust AI-based analytics



Core enterprise systems in cloud



Digital sensors tracking products



Key partnerships in digital ecosystems

Leaders coped better during the pandemic

They were less likely to experience revenue decline



64% Leaders vs **73%** Followers

About three-quarters of Leaders whose revenue declined expect it to bounce back within two years – a much higher % than Followers whose revenue has dropped



74% Leaders vs **54%** Followers

Leaders were also far better prepared to shift work to employees' homes



100% Leaders vs **45%** Followers

Leaders in the making

Other companies are catching up fast. Even among companies currently without them, a significant percentage are actively developing or are planning to develop essential capabilities.

60%

End-to-end digital customer experience



62%

Highly automated business processes



61%

Robust AI-based analytics



57%

Core enterprise systems in cloud



Learn why Leaders coped better during the pandemic than Followers. Read the full report here: <http://on.tcs.com/covid19impact>