Manufacturers’ Plans for Navigating COVID-19’s Continued Impact

At the start of the COVID-19 outbreak, manufacturers faced pressure on all areas of their businesses. Although by now manufacturers have navigated the immediate turmoil of the pandemic-recession, the path ahead is paved with continued volatility and uncertainty.

Navigating Customer Relationships

In the wake of a recession, 32% of manufacturers are primarily focusing on customer acquisition and trying to win new clients, but customer retention, engagement and organic growth aren’t far behind.

Which of the following actions has your organization taken to protect frontline workers’ health?

- 34% Distancing workstations
- 20% Installing physical barriers between workstations
- 10% Implementing contactless machine interfaces
- 7% None of the above

Weary of a Potential COVID-19 Resurgence

Are you preparing for a potential second wave of COVID-19 infections?

- 77% of manufacturers are anticipating a second wave of COVID-19 infections and are conducting contingency planning to prepare their businesses for potential additional shocks.

Strategies for Protecting Workforce Health and Safety

Manufacturers have implemented several strategies to protect frontline workers’ health—at the top of their list are distancing work stations (34%), conducting temperature checks (25%) and installing physical barriers between workstations (20%).

Which of the following is your current primary focus as it relates to your customers?

- 34% Customer acquisition to win new customers
- 26% Customer retention to maintain customer loyalty
- 22% Organic growth to increase the size of customer wallet
- 20% Customer engagement to improve the overall customer experience

Top Supply Chain Priorities

For additional findings and to learn how to reposition your business for future success, read our Resilience Playbook for Manufacturers: Maintaining Your Business in a Recession.

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