# Summary

Category: Background

**What online solutions were available for companies around the world?**

### Skype

An easy to use app that allows you to connect with a single person or a group of people. It is a well-known platform that many meeting participants most likely already have personal accounts for service use. [Skype](https://www.skype.com/en/) app comes with no long-distance costs but is prone to audio and visual display problems, buffering delays, and calls being dropped.

### Slack

[Slack](https://slack.com/intl/en-in/) helps to connect team members with each other through messaging tools, adjustable notifications and is streamlined with a multitude of office features. With its reliable messaging features catered to employees, email traffic between workers is lessened. Using this service costs $8 per person or $15 per month.

### Google Hangouts

A no-cost platform that offers tools to make phone calls, use instant messaging that connects with up to 10 people, and video conferencing. If you use Google, which is practically everyone, this platform is already installed into Google tools like Gmail. Another cool feature of [Google Hangouts](https://hangouts.google.com/) is that video calls can be streamed in real-time on YouTube.

### Zoom meeting

Not only can businesses hold virtual meetings on this platform, but they can also conduct training seminars, webinars, etc. During [Zoom meetings](https://zoom.us/), users can simultaneously share messages and documents with each other through Zoom’s chat tool. A basic plan with a Zoom meeting is free to use for unlimited time and offers unlimited meetings with a 40-minute time limit for each.

### GoToMeeting

This platform offers tools that include messaging between team members, dialogue transcriptions for video, and adjustable team settings. Using [GoToMeeting](https://www.gotomeeting.com/en-in), businesses can conduct meetings with up to 100 people, including participating and holding meetings using a smartphone. This platform is offered to users through a 14-day free trial with plans starting at $12 per month.

**What did companies do to stay open during the lockdown period?**

## Virtual Meeting Rooms

One of the most important things you miss out on during lockdown is face to face staff interaction. Even while you’re not currently in office, this needn’t prevent you from communicating with colleagues. Many workforces are in need of immense encouragement as they work long and lonely hours from home, so staying connected via virtual meeting rooms is an excellent compromise.

## 2. Customer Engagement

Studies show an average of [**3.5 billion people use social media**](https://www.oberlo.com/blog/social-media-marketing-statistics). Of these, Facebook is the most popular platform. Use your Facebook page to engage with your customers. Post videos of your staff addressing your customers with positive messages at this time. Virtual interaction and seeing the faces of your company will help your customers stay connected & remember you.

## 3. Online Stores

Online stores are thriving in this season. By offering your products and services online—particularly if they’re essential—you’re making them more accessible to the public. They can order these from the comfort and safety of their own homes, which will be delivered straight to their doors.

## 4. Online Classes And Courses

If you’re in the education or training field and face to face classes aren’t currently possible, make online classes & courses available to your students. While it’s not the same as in-person teaching, numerous free [**resources**](https://www.futurelearn.com/info/blog/resources-for-online-teaching-during-coronavirus) can help make teaching online interactive and engaging.

## 5. Digital Gift Cards

Many customers are searching for birthday gifts during the lockdown. Attract their attention by selling digital gift cards. Based on a ‘buy it now and enjoy it later’ premise, your customers can take their pick from a range of packages or gifts to purchase as products, services, meals or experiences for a loved one to look forward to after lockdown.

**Which companies thrived during this pandemic and which didn’t, what are the differences?**

Lots of places like restaurants and shops closed down because people were forced to stay at home so the businesses were not able to make money and stay open, the main reason that some companies closed and some stayed open is because the ones that stayed open were able to think of a way to keep receiving money and have supporters without being in contact with their customers.

The main reason to this is because everyone and everything is moving online, people can access the shops and businesses from the comfort of their couch.

Category: Impact

**Will these online solutions help these companies in the long run?**

Yes, those who are able to move their stock and services online will have a better chance in staying open then those who don’t know ICT and don’t have the Knowledge of Digital marketing.

**What if the companies could not adapt to the change of the lockdown period?**

Those who were not able to adapt and change to the lockdown protocols lost out, if they did not take advantage of the changes and better/easier methods of working then they would of closed down because they would not be making money so they can’t afford to stay open anymore.