



Connecting with our clients during COVID-19

Published September 30, 2020



The coronavirus pandemic has tested us all.

It's no exaggeration to say that COVID-19, in one way or another, has touched each and every one of us. Many have felt their livelihoods impacted; some have felt the pain of losing loved ones; all of us have had to learn how to live and work in a very different world.

Of course, businesses too have felt shockwaves from the pandemic. As a global investment manager, with clients and colleagues across the globe, Invesco has witnessed first-hand the profound impact COVID-19 has had on the world's economy.

Like most firms in the early days, the pandemic presented us with enormous challenges. But we didn't stand still. We acted quickly to keep our employees safe and deliver for our clients.

As I reflect on those first days of the crisis now, two things stand out: our culture of collaboration and our commitment to digital innovation. For us, they go hand-in-hand. Digital innovation and collaboration have been at the center of Invesco's approach to serving clients for many years – the pandemic merely accelerated our efforts.

It's during times like these that our clients look to us for thoughtful perspectives, pragmatic optimism and actionable partnership.

The early stages of the pandemic risked creating an information 'vacuum' as traditional methods of interaction with clients were shut down. Our Asia Pacific team quickly set the standard for others on how to respond to the crisis in a strategic and timely manner. They conducted more than 1,000 virtual roadshows and meetings in February and launched three new funds, raising over \$1.8 billion. The lessons we learned from the region were then adopted around the globe.

In Europe, the Middle East and Africa (EMEA) and across the Americas, our digital client engagement through webinars and virtual meetings reached more than 5,000 clients in March alone, while our colleagues in the US and Canada saw around 75,000 virtual client engagements during the same period.

Throughout the pandemic, we adopted a 'publisher mindset,' producing films, regional COVID-19 resource sites, downloadable insights papers and more. In Asia Pacific, these sites saw a 237% increase in visits by investors; in EMEA, online visits to our ETF pages grew by more than 100%; while in the Americas, readership of our blogs jumped

by 500%.

Read more about our [hyper-focused level of client support](#).

The strong, positive feedback we've received from our clients for our digital work and collaboration is a testament to our marketing concept of "greater possibilities together."

This collaboration between our regions enabled us to not just maintain our client connections but expand them. Every Invesco employee has made a valuable contribution to ensuring that we continued to meet the needs of our clients even as the world retreated in the face of an escalating pandemic.

I take great pride that we are managing the challenges of COVID-19 with a strategic mindset and a nimbleness that has allowed us to adapt to a highly fluid situation.

While the pandemic is easing in some parts of the world, it continues to disrupt our lives and impact local economies. What we've learned through our digital response will continue to enhance our ability to meet client needs long after the pandemic is behind us. Collaboration like this is not simple to execute, but the dedication of our employees to building on our culture of digital innovation has allowed us to continue to serve our clients at the highest levels.