

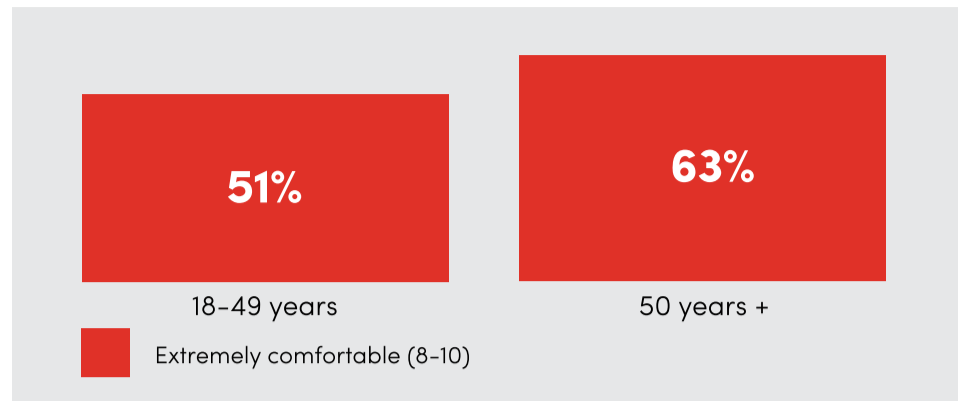
Online expectations and behaviours of NZ SMEs

Over 3 in 4 SMEs

are comfortable performing business admin tasks online



AND age is no barrier

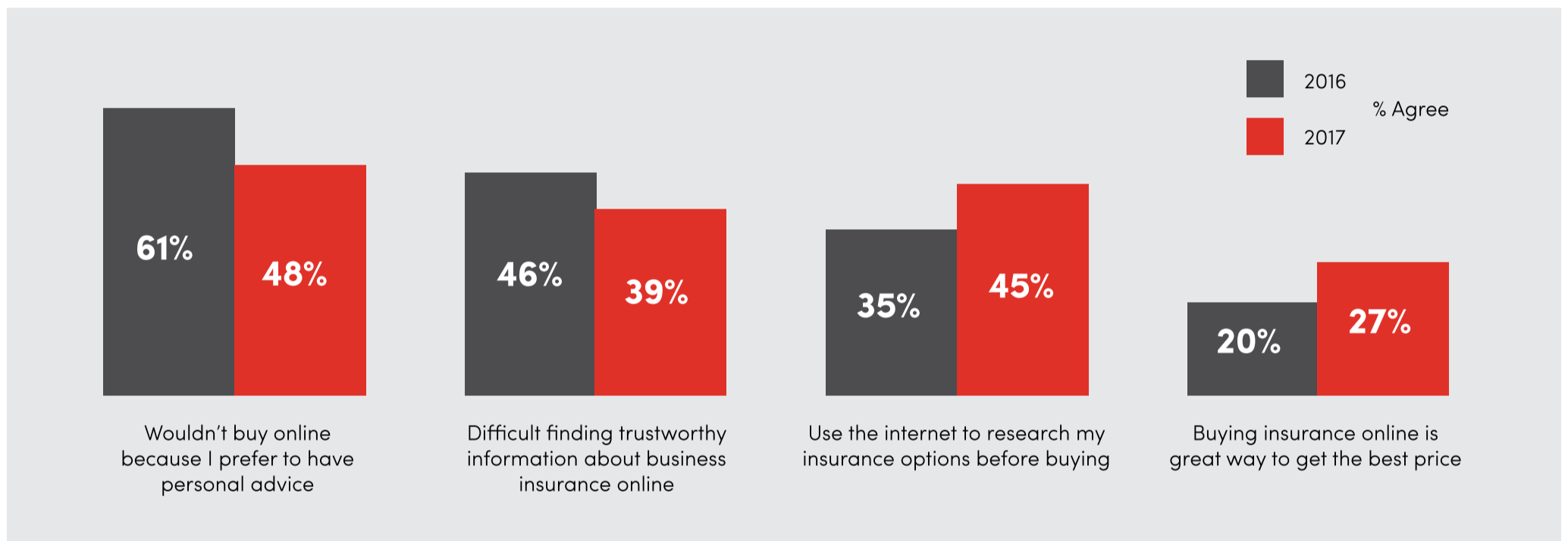


Both over and under 50s are extremely comfortable in the digital space



Brokers and advisers should consider ways to digitise routine administrative tasks, and focus on providing valuable advice and guidance on insurance matters.

SMEs increasingly do online research to look for business insurance



What can brokers do to build their online presence and utilise their website and social media channels to generate awareness and communicate their value?

Convenience is key

Top 5 Online Benefits



Note: Price doesn't play an important role.



Brokers should consider what will offer SME customers the most value in an online environment AND promote how personal engagement offers the best value.

Trust is an issue

Top 5 Online Drawbacks



Find out more and download the full report at vero.co.nz/sme-index



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