

Tech State of Play

Evolve with
your customers



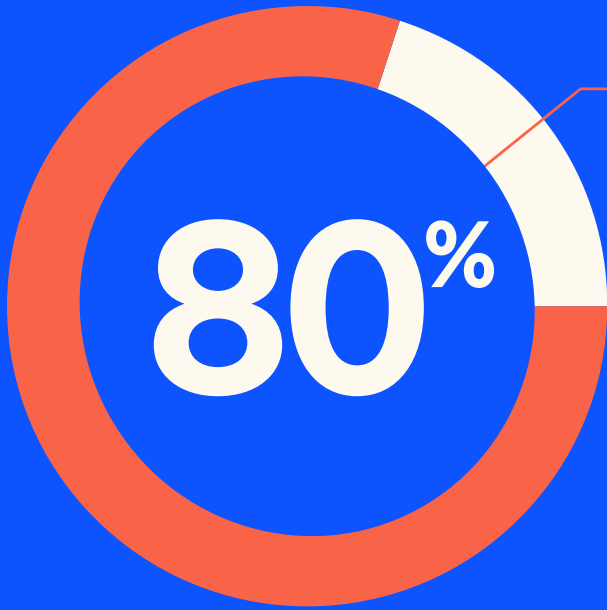
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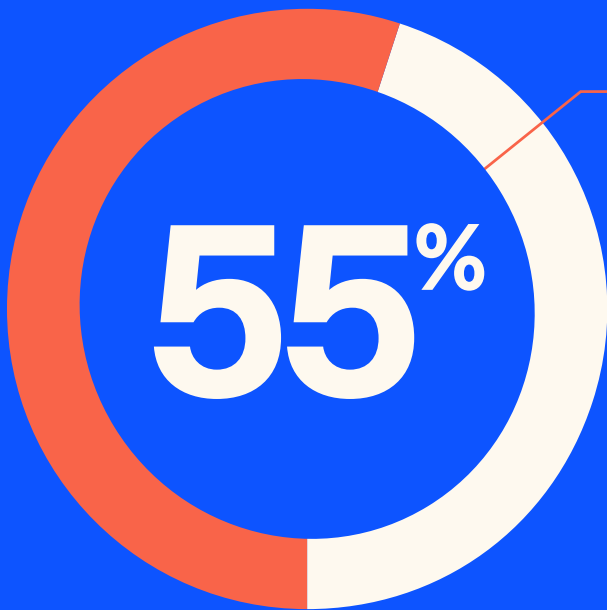
Insights in this report are taken from the **Business Tech State of Play** research study which surveyed 1,000 leaders from small and medium businesses (SMBs).

Customers use a diverse mix of channels to discover products, make purchases, and engage with businesses. Many customers move seamlessly from offline to online and expect a consistent experience.

SMBs recognise the importance of connecting with customers online. Marketing is top of the list of areas where SMBs expect to increase their use of digital technologies in the next 1-2 years. And it's high on the list of areas where SMBs think AI could contribute positively. Despite this, almost half already feel that digital marketing is complicated. Staying focused on what's most important to consumers is key.



80% of consumers use online information to help them decide what to buy, even when they're shopping at a physical store.



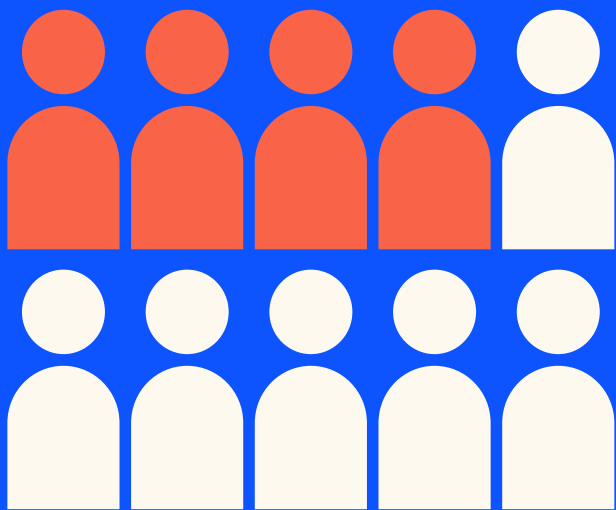
55% of SMBs say they're always looking for new ways to connect with customers.

Many customers have high expectations of businesses and their digital presence. But many SMBs aren't making the most of an important customer touchpoint – their website.

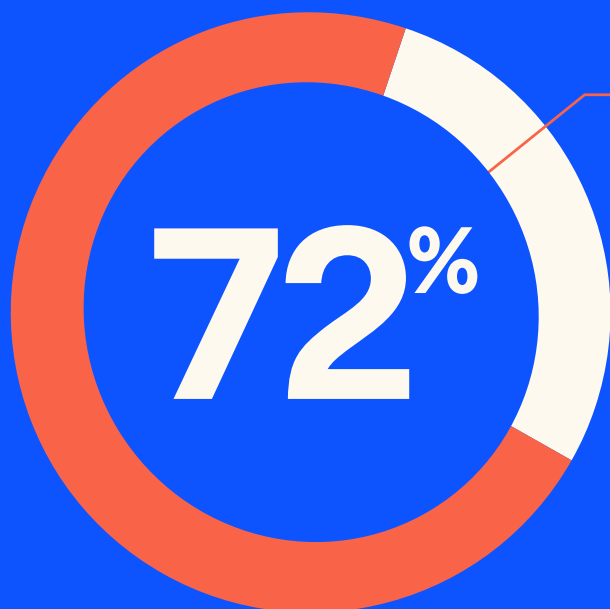
Your business website isn't just a place to display information, it's at the centre of how your business shows up in the digital world. An integrated digital marketing strategy that brings people to your website can help you boost visibility of your brand.

Your website can also help make your business operations more efficient. For example, a booking tool can let customers make appointments easily without the need for you and your staff to answer the phone. Or clear information on your returns or cancellations policy can help manage customer expectations and help avoid issues post-purchase.

Make the most of your business website



Less than half of SMB owners say updating their website regularly is a priority.



72% of consumers say they're less likely to buy from a business if their website doesn't seem to be up to date.

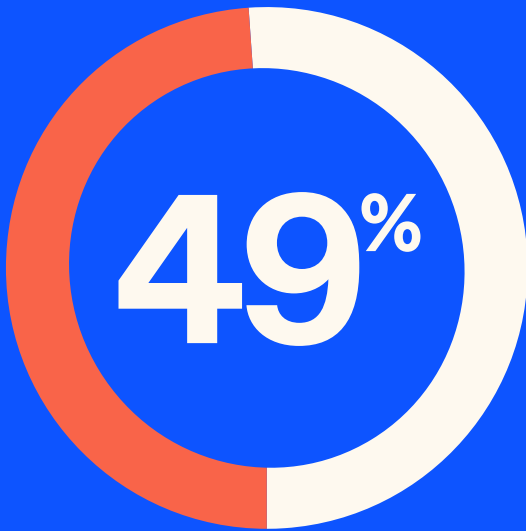
Customers are embracing new ways to find information and engage with businesses, such as chatbots, video and voice search. And a significant number enjoy using new digital tools, such as augmented reality experiences while shopping.

Younger customers in particular are tuned in to how technology can make shopping more convenient and fun. Understanding what your customers value can help you find new ways to engage with them and stand out from the crowd.

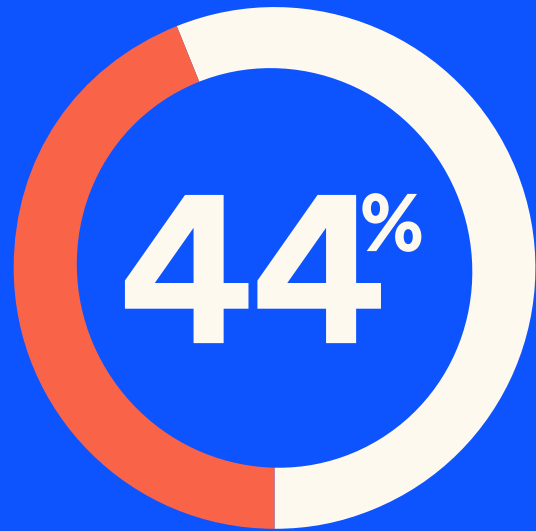
“Technology helps us with new customers and our existing customers. We want our customers to find us easily.”

**MANUFACTURING SECTOR BUSINESS OWNER,
2 EMPLOYEES**

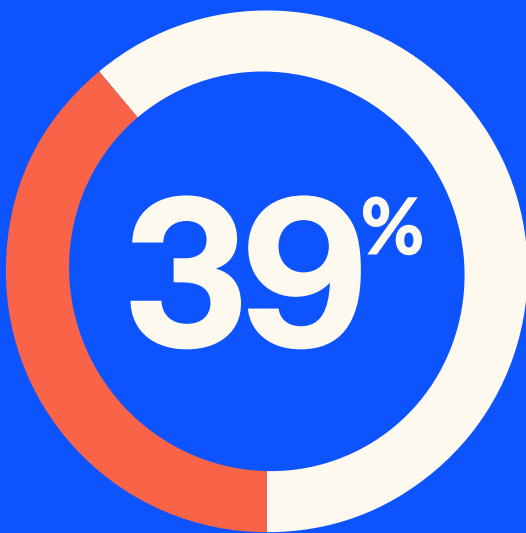
New ways to engage customers



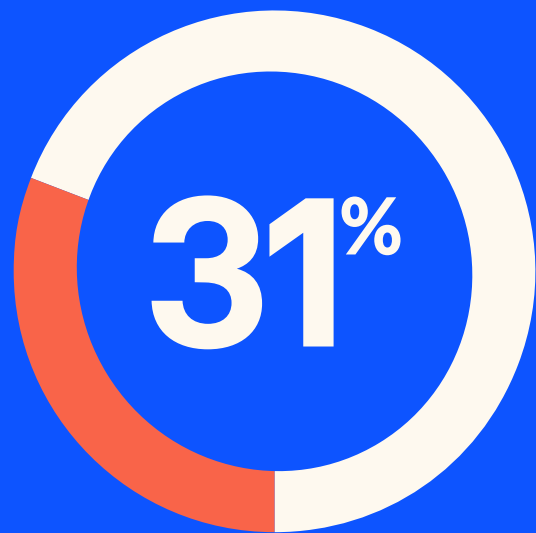
49% of consumers like to read blog posts and online articles from businesses.



44% of consumers feel having access to chatbots is helpful to give them quick access to answers when browsing online.



39% of consumers think voice search will make it easier to find things in the future.



31% of consumers like to engage with augmented reality experiences when shopping.

Key takeaways

1

Customers want to engage with businesses in diverse ways using digital channels. Businesses of all sizes are innovating in response.

2

Make the most of your business website. It can help you learn about your customers, focus marketing efforts and increase operational efficiencies.

3

Pay attention to how people engage with content and businesses in new ways. Consider if AI chatbots, voice search and augmented reality could help your business.



Marketing and eCommerce trends and tips for your business.

It can be hard to know what to prioritise, especially when time is at a premium. By staying focused on customer expectations, the needs of your staff and potential risks to your business, you can identify what's important for you.

Being clear about how you want to use technology and the outcomes you expect to see, can help you develop a clear plan.

Ask yourself

- 1** What's not working as well as it could?
- 2** What are other businesses like ours doing?
- 3** What changes around us do we need to adapt to?

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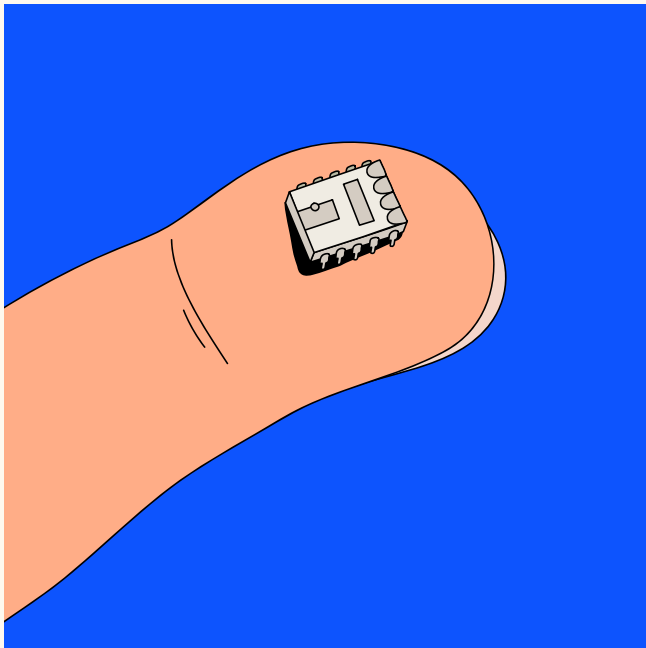
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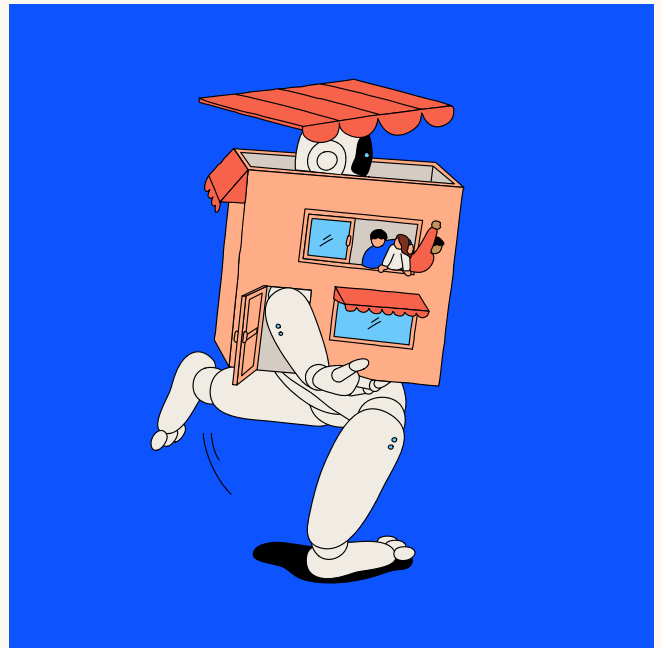
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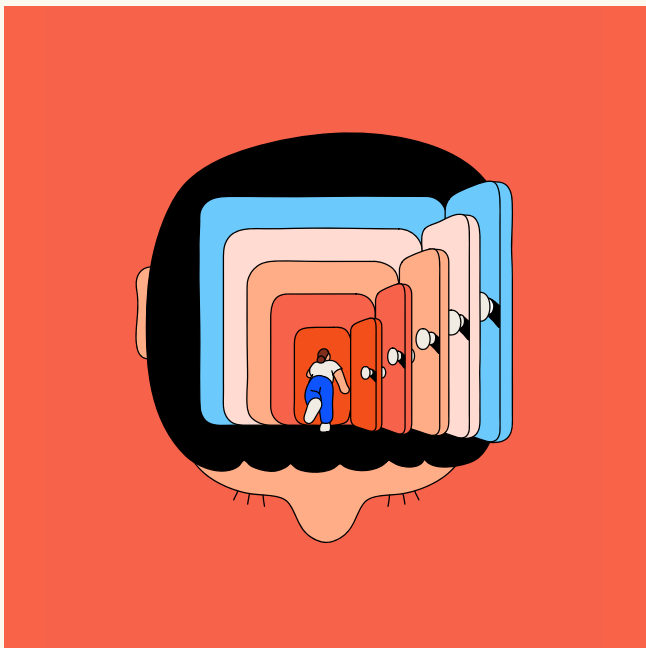
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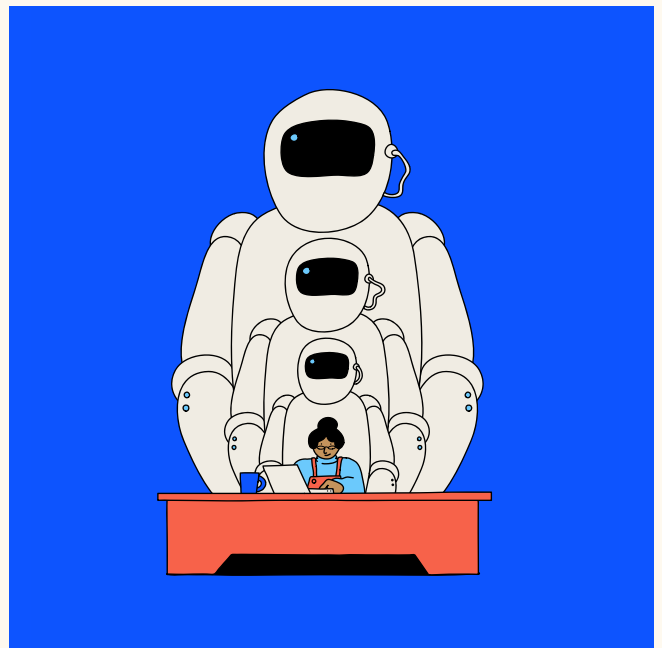
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