

How Small and Midsize Companies in Australia and New Zealand Navigate New Economic Realities



Every small and midsize company faces moments of economic highs and lows. But this most recent cycle of change is testing everyone's limits to the point where old norms and rules no longer apply.

According to new research from Oxford Economics, "transforming operations around new technologies and human experiences will be critical to resilience and growth in the years ahead." Read the **Oxford Economics report, "Digital, Resilient, and Experience-Driven,"** for tips on navigating new economic realities.

Among Top Strategies, Experience Is Key

Q: What are your organization's strategic priorities over the next three years?

1

Attracting new customers

2

Driving business growth

3

Improving the customer experience

4

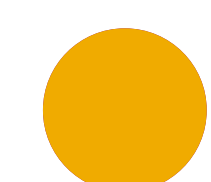
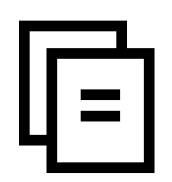
Improving the employee experience

5

Increasing profits and reducing costs

Top Drivers for Customer Experiences

Q: How critical or moderately important are the following factors to providing a high-quality customer experience? (Top five responses of all surveyed small and midsize businesses.)



71% Fast and convenient delivery



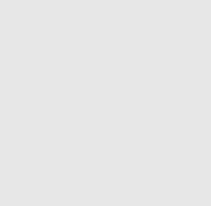
69% High-quality products and services



63% Post-sale maintenance and service



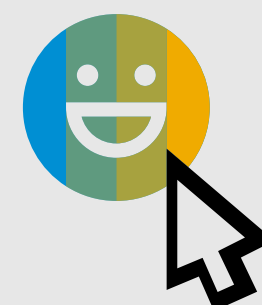
56% Personal relationships and interactions



52% User-friendly digital experiences

Key Factors in Employee Experiences

Q: How critical or moderately important are the following factors to providing a high-quality employee experience? (Top five responses of all surveyed small and midsize businesses.)



77% Benefits and perks for employee well-being

74% Training, development, and growth opportunities

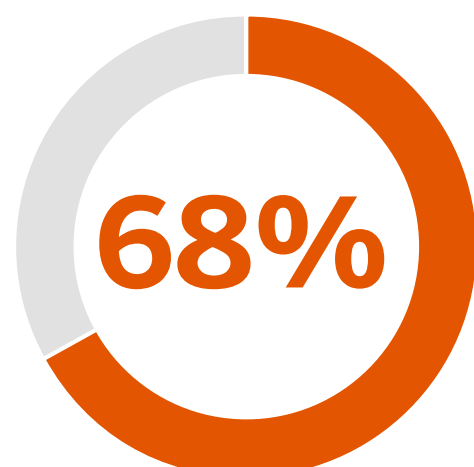
67% Data protection and privacy

67% Effective leadership

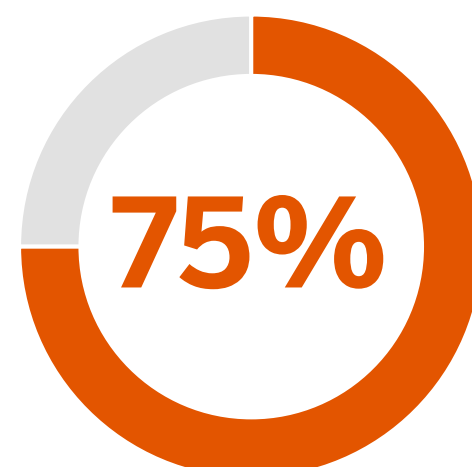
66% Meaning and purpose in the work

Digital Technology Shapes Experiences . . .

Q: To what extent do you agree or strongly agree with the following statements about your organization and your industry?



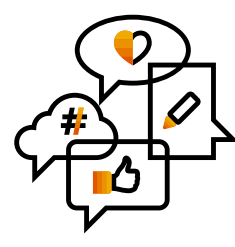
Digital technologies have meaningfully improved the employee experience



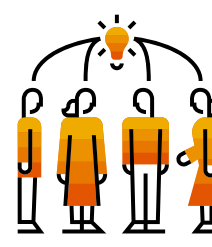
Digital technologies have meaningfully improved the customer experience

. . . and Offers a Variety of Additional Benefits

Q: In which of the following ways do you expect automation and digital technologies to support your organization's business goals? (Respondents could select all that apply.)



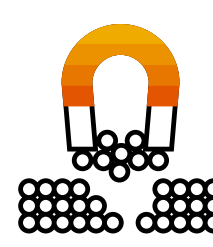
48% Improve understanding of the wants and needs of customers, employees, and partners



45% Improve productivity through transformation and intelligent process automation



44% Increase process efficiency by reducing error, risk, and cost



43% Allow employees to focus on higher-level business tasks

Digital Transformation Continues to Grow

Q: How would you describe your organization's current and planned progress toward digital transformation?

Today

16%



In three years

50%

Are making substantial or complete progress toward digital transformation

Learn more

Find out how going digital can help your company steer through any economic condition with a high level of resilience. Read the Oxford Economics report, **"Digital, Resilient, and Experience-Driven."**

All findings are sourced from "Digital, Resilient, and Experience-Driven," Oxford Economics, sponsored by SAP, 2020. The research was based on 2,000 respondents, including 100 from Australia and New Zealand.

THE BEST RUN

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