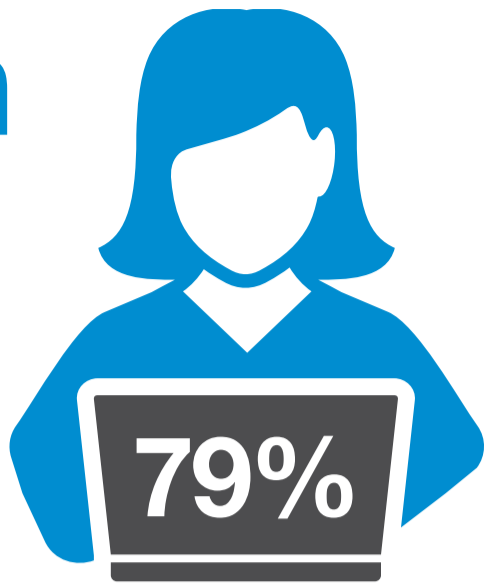


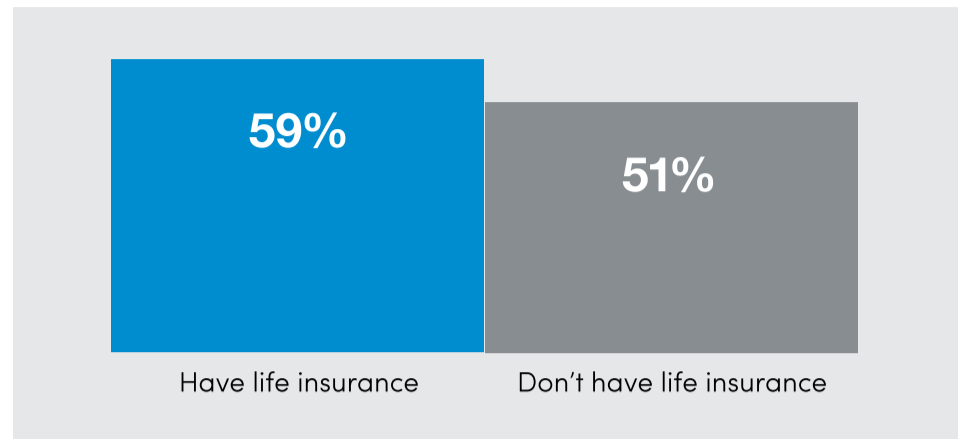
# Online behaviours of NZ SMEs who purchase life insurance

**Over 3 in 4 SMEs**

are comfortable performing business admin tasks online

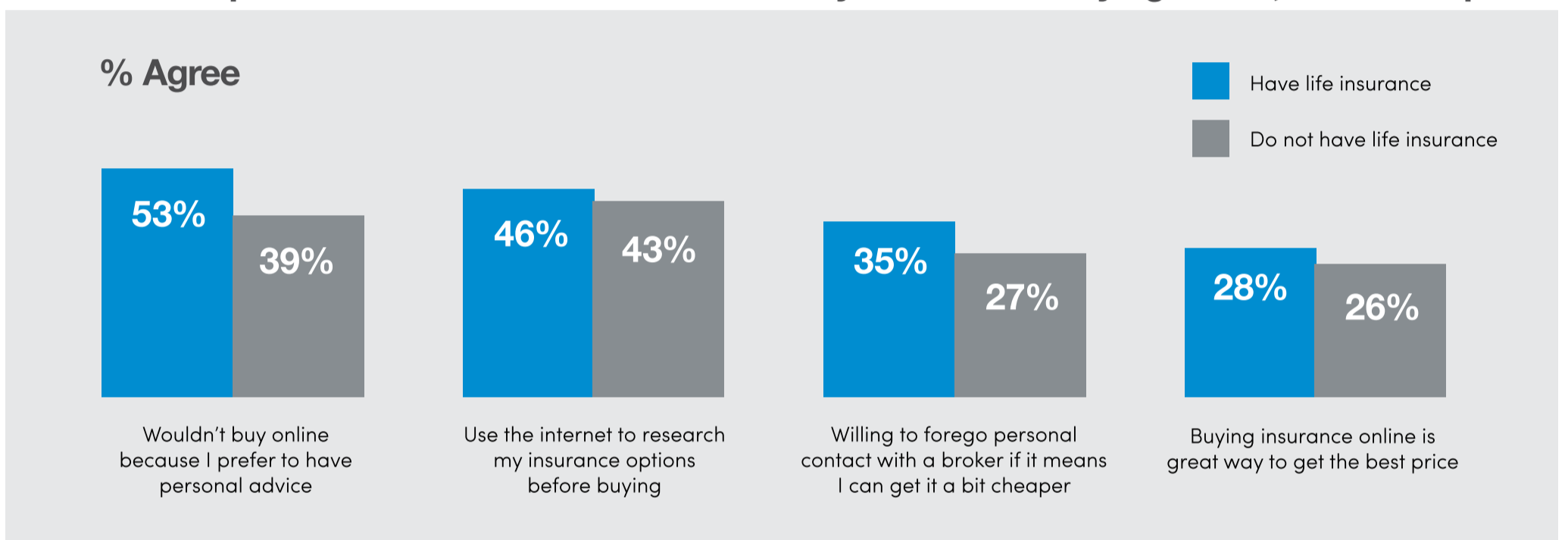


**AND** those who purchase life insurance are even more comfortable in the digital space



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

**SMEs who purchase life insurance are more likely to consider buying online, if it is cheaper**



*What can advisers do to generate awareness and communicate the benefits and savings from getting the right advice?*

## Convenience is key

Top 5 Online Benefits



*Advisers should consider what will offer SME customers the most value in an online environment AND promote the benefits of personal engagement.*

## Trust is an issue

Top 5 Online Drawbacks



Find out more and download the full report at [asteronlife.co.nz/sme-index](http://asteronlife.co.nz/sme-index)



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