

A woman with long dark hair, wearing a mustard-colored turtleneck and a headset, is sitting at a desk in a modern office. She is looking towards the left of the frame with a slight smile. In front of her is a large silver computer monitor and a laptop. To the left of the monitor, there is a small wooden holder with colorful pens. The background shows a bright, clean office environment with white walls and a window.

zoom

# Life admin made simpler

Why time-poor Australian and New Zealand consumers are going digital



# The freedom to connect, wherever you are

Have you ever put off an important life-admin task because you were stretched for time? If your answer is yes, you're in good company.

In our recent study conducted by YouGov, we learned that 85% of Australians and 86% of New Zealanders say that they have put off some life-admin tasks because they take too long or are too much of a hassle. Our respondents told us that tasks like updating contact details, paying bills, reviewing finances or resolving issues with service providers tend to fall by the wayside, as more pressing priorities float to the top of their to-do lists.

This is why we developed this research – to learn how Australian and New Zealand service providers can eliminate lethargy from the customer experience by making it flexible, personalised and, more importantly, accessible.

It's unsurprising Australian and New Zealand consumers have come to expect immediate digital service. After years of connecting remotely, we are now living in a hybrid reality where choice and flexibility are a given. The modern consumer expects stress-free access to businesses and services so they can spend less time ticking off their to-do lists and more time connecting with friends, family and doing what makes them happy.

Even though consumers expect support to be convenient, this doesn't mean it should be faceless. Our research also found that consumers expect hyper-personalised support, wherever they're contacting you from. They're craving a human solution to deepen connectivity, like the kind that can be fostered in a video call.

Three years on from the onset of remote work and living, and the widespread transition to hybrid, we've realised that virtual communications between businesses and customers is not a band-aid solution. As consumer needs evolve, virtual communications tools will be essential for service organisations wanting to connect with their customers, wherever they are.

Whatever your industry, now is the time to reimagine what customer experience and support looks like in 2022 and beyond.



**Michael Chetner**

Head of Australia & New Zealand, Zoom

# Methodology

- The Australian study was conducted online between 17th - 19th Oct 2022. The sample consisted of a nationally representative sample of 1,027 Australians aged 18 years and older.
- The New Zealand study was conducted online between 13th - 16th October 2022. The sample consisted of a nationally representative sample of 516 New Zealanders aged 18 years and older.
- YouGov designed the questionnaire which was sent to both Australian and New Zealand samples.
- Following the completion of interviewing, the data was weighted by age, gender and region to reflect the general populations of both countries.





# Time is of the essence

More than half of Aussies and Kiwis feel time-poor and struggle to find time to do anything for themselves.

**85%** of Australians and **86%** of New Zealanders have put off life admin because it's a hassle or takes too long. More specifically:



**91%**

Working Australians are more likely to delay life admin, compared with those who are not working **84%** and retired **71%**.



**92%**

Australians with kids under 18 are more likely to avoid appointments, compared to **82%** of those without.

## Younger people are more likely to put off life admin:

### Gen Z



### Millennials

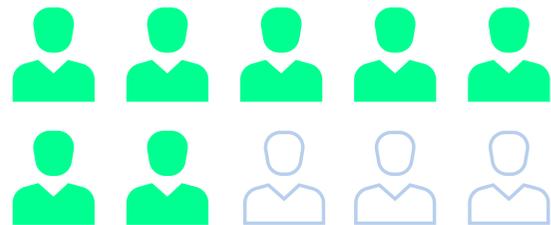


### Baby Boomers



## The immediate solution

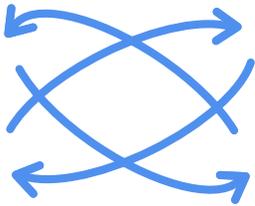
To save precious time and money, consumers are turning to remote and hybrid customer service, but they want the freedom to choose.



**7 in 10**

## Australians and New Zealanders

say being able to connect with their 'world' of friends, family, and work remotely will make life easier.



# Great Flex-pectations

Virtual channels like video communications are not just a COVID band-aid solution. They're here to stay. In the past 12 months, **70%** of Aussies and **69%** of Kiwis have used online video communications.

## Australia

**65%** are using online channels including:

-  email (**39%**)
-  online video platforms (**35%**)
-  live chat (**33%**)
-  social media (**30%**) to access customer service more often now than compared to before the pandemic.

## New Zealand

**67%** are using online channels including:

-  email (**45%**)
-  online video platforms (**36%**)
-  social media (**34%**)
-  live chat (**30%**) to access customer service more often now compared to before the pandemic.

Similarly, Australian workers (**72%**) are more likely than those not working (**60%**) and retired (**49%**), to use online channels in general for customer support more often now than prior to the pandemic, as are full-time workers (**76%**), who are more likely than part-time workers (**66%**).



**Nearly three in four (74%)**

Australians and New Zealanders want the ability to live flexibly, doing life admin remotely and having time to do what makes them happy.



# What services are customers accessing?



have used online video communications platforms in the past 12 months for **work meetings** and conferences.



## AUSTRALIA



## NEW ZEALAND



have previously used online video conferencing for customer service when dealing with **healthcare** providers.



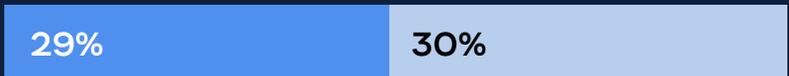
have not but would like to try.



## AUSTRALIA



## NEW ZEALAND



have used online video conferencing for customer service dealing with **banks and financial institutions**.



have not but would like to try.



## AUSTRALIA



## NEW ZEALAND



have used online video conferencing for receiving customer service from **educational institutions**.



have not but would like to try.



## AUSTRALIA



## NEW ZEALAND





# Better customer experience means better quality of life

One thing is for sure: Australians and New Zealanders believe that businesses and services are **more accessible these days**.

More than two in five Australians and almost half of New Zealanders think customer service and support have improved since the pandemic.

## What's the cause of this improvement?

Accessibility.



For **62%** of Australians and New Zealanders, having the option to remotely access services has improved their quality of life. Not only does remote access improve the customer experience, it also boosts loyalty.



**79%** of Australians and **84%** of New Zealanders are more likely to show loyalty to an organisation, or recommend it to others, if they receive personalised customer service and support, when and where they need it.

# zoom

Virtual communications is making connecting easy and can improve business outcomes.

To learn more about how your business can reimagine customer experience, visit

