

# Digitise or Die

Australia's digital expectations

Customers across every industry want the convenience, speed and added security that come with transacting digitally.

And while businesses are responding, they must act fast to stay ahead of the competition. Customer loyalty and revenue are at stake in this digital race.



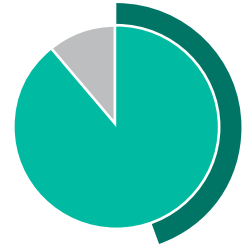
**55%**  
prefer to complete transactions digitally over paper transactions

**32%**  
have no preference

**13%**  
would prefer to stick with paper

# The demand for digital is now acute

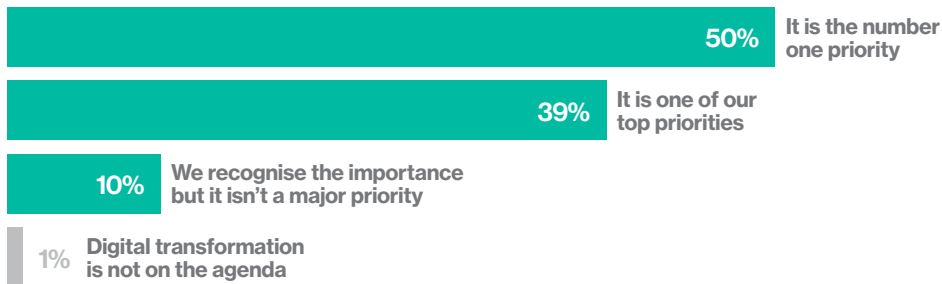
Everyone knows the old adage “don’t put off until tomorrow, what can be done today.” And, while in recent times we’ve seen an air of complacency from businesses waiting for that catastrophic driver to modernise their business processes, this latest research marks a change. In Australia, it seems enterprises to small businesses across industries appreciate the need to digitise to succeed – with 89% ranking it among their top priorities. We’re part of a business age that understands and acknowledges just how acute the demand for digital services has become.



**For 89% of clients**  
digital transformation  
is a top priority

**For 50% of those clients**  
digital transformation  
is the number one priority

## The importance of digital transformation

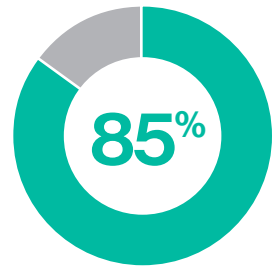


It stands to reason. Think about your own personal life and the services you use. The last time you caught a flight did you check in through an app? When you next make a bank transfer will you do it online? The chances are you do these things digitally because as individual consumers we adapt quickly. And, we expect businesses to keep pace. This is exactly why we at DocuSign decided to take an indepth look at the ever-increasing digital demands customers are placing on businesses today, and how organisations are rising to the challenge.

# Australian businesses in race to deliver digital convenience

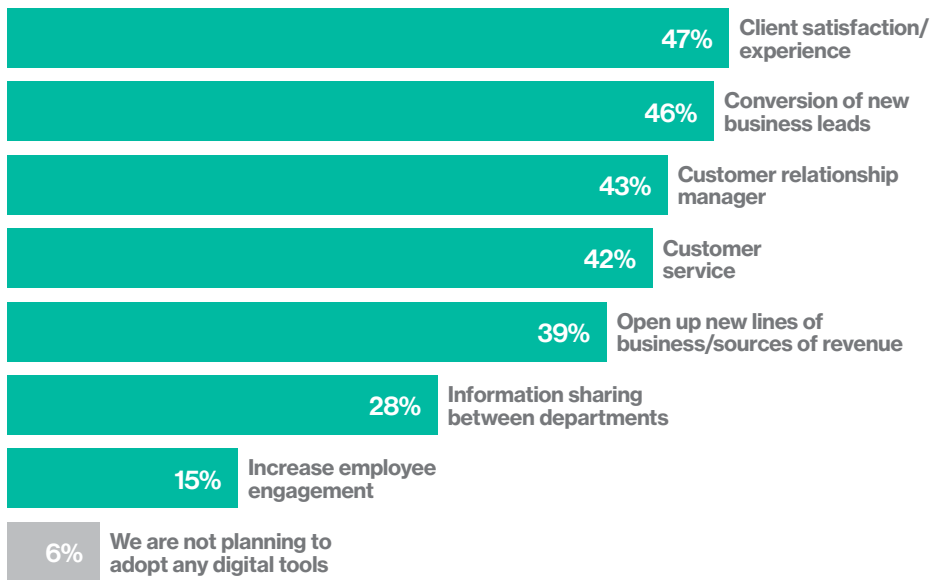
The fact of the matter is, a customer's loyalty will be severely tested if they don't receive the level of service expected from a business and what they expect, is digital convenience. Of consumers, 85% demand that organisations offer digital methods of signing agreements and purchasing products.

That's a huge swathe of an organisation's existing and future customer base. If this groundswell of opinion is ignored, people will simply look to competitor organisations to get what they want. Lending weight to that theory, 55% of people claim they would rather deal with an organisation that offered digital capabilities for completing transactions, as opposed to one that didn't.



85% of consumers expect organisations to offer digital methods of signing agreements and purchasing products

## Areas that businesses are trying to improve through the adoption of digital tools



The message is clear and the race is on to eradicate laborious, paper processes. Failure to do so will have a negative impact on a company's revenue, whether it employs 10,000 staff around the world or three people in the local town.

The immediate financial consequences make this a critical issue for businesses to address; plus there are plenty of other reasons why shunning digital progress could leave an organisation on the back foot.

# SMBs and the digital race: the risk of delay

The urgency to transform does vary depending on the size of a business. Larger, commercial organisations are significantly more likely to make digital their number one priority than SMBs with competing concerns.

**“Small business doesn’t need to be afraid to change, they need to be more agile and embrace technology. It’s an opportunity to expand on the existing skills and processes.”**

**Natalie Saville**  
IT Systems Manger  
AIME

But, SMBs need to be careful that going digital doesn’t get left on the back burner. Customers often choose to use smaller businesses for the added responsiveness and speed with which they can operate. If they lose this advantage – which digital provides to all organisations – they risk losing customers too. Once a customer is lost, it becomes very difficult to win them back.

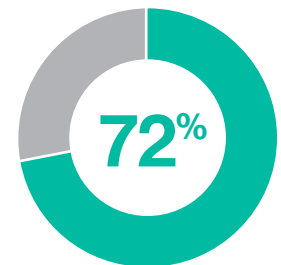
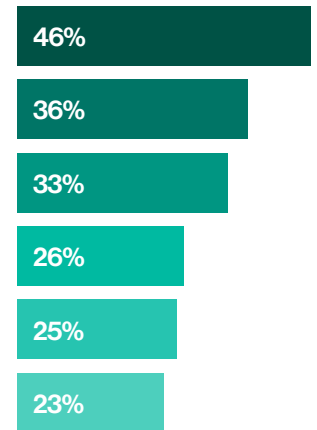
Further, many customers won’t take into consideration the size of your business; their expectations remain the same whether you are big or small. Indications are that the general public has already made up its mind: working with paper is to be firmly left in the past. Being required to repeatedly complete forms and send documents by post is now completely at odds with the pace at which people lead their modern lives. A consequence of forcing someone to revert back to archaic processes is a negative brand perception that spreads quickly.

Almost three-quarters (72%) of customers have experienced problems in completing a transaction over the last 12 months because of issues linked to paper and manual processes. What’s more, it’s not only the younger generations who are worried about the delays that paper imposes upon their lives. Almost half (43%) of those over 65 are concerned that paper will slow down their interactions and introduce friction into key processes.

**“If we don’t change we don’t sustain business for the long term, digitisation cuts massive time and creates efficiency.”**

**Lalitha Koya**  
IT Manager  
William Buck Victoria

## Departments most likely to hold back plans for the adoption of new digital tools



**72% of customers have had problems completing a transaction due to paper processes this year**

# Medium to large enterprise and the digital race: Bigger risks for bigger businesses

Companies that hold their customers back in this sense, put themselves at great risk of damaging their brand reputation. 56% of people feel that companies requiring them to complete paper forms are outdated. 24% feel these companies are inconveniencing them. Finally, most people, 53%, are no longer happy sending important documents by mail. There are two overriding reasons. People are either worried that their documents will be lost in transit, or that their sensitive data will be shared without their permission.

These negative perceptions should set alarm bells ringing for businesses. Given how important data security and privacy is for customers, businesses have to listen to these concerns and provide people with a more efficient, user-friendly service, and one they can trust. Without this, organisations will find it very difficult to maintain and grow their customer base.

The positive news is that most businesses are aware of the challenges they face. The overwhelming majority, 89%, are making digital a priority with just 6% having no plans at all to adopt digital tools.

Perhaps unsurprisingly, client satisfaction is proving the most important area for organisations considering digital improvements. The key drivers for taking processes digital include increased speed (55%) and security (51%).

## Digital transformation is a top priority, with speed and increased security being key drivers for the change

**89%**

For 89% of customers digital transformation is a top priority

**85%**

are well prepared to operate as a digital business

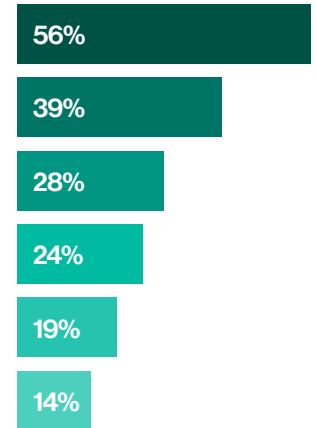
**40%**

say that the C-suite is driving digital transformation

**6%**

are not planning to adopt digital tools

## How does filling in multiple paper forms make you feel about an organisation?



- Makes them look outdated
- Makes me worry the process will be delayed
- Makes me question their environmental commitment
- Like they're inconveniencing my normal processes
- Can prompt me to look for an alternative provider
- It builds a sense of trust

# Is the Australian government winning the digital race?

It is not only businesses that are taking on important choices regarding their digital future. The Australian government has gone on record to state its commitment to transforming the effectiveness of public services through the introduction of new technology.

On the face of it, this appears to be a positive digital outlook for the public sector and Australians are very decided about the benefits that technology can bring, including faster engagement. Most, though, are still in the dark when it comes to the government's digital plans.

It's unclear for 51% how the government is spending tax payers' money on digitisation. Only 11% have noticed new digital services affecting both their personal and working lives to date. In contrast, 61% of people are still compelled to print, scan and post documents when transacting with government organisations.

The evidence shows there's a big opportunity for the government to align with the Australian public and better communicate the impending benefits of the government innovation policy. The lack of perceived impact is particularly prevalent for the older age groups within society with those over the age of 45 significantly more likely to have little idea about how the government is investing in digital.

Even more concerning, 54% of senior business decision makers feel the Australian government can do more with the money it has committed to digital initiatives.

All of this suggests the government has an opportunity to clarify its strategy when it comes to digital. Most of those in senior business roles (62%) believe the government should think like a business to enhance the services it provides.

# 51%

are unclear on how the government is spending tax payers' money on digitisation

# 62%

of those in senior business roles believe the government should think like a business to enhance the services it provides

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**“By going digital, we’ve reduced our contract handling time by an astounding rate of 90%. It now takes Domain less than 2 minutes to process a contract, rather than 20 minutes. We’ve also seen labour and paper cost savings of up to \$300,000 per year.”**

**Tony Blamey**  
Chief Commercial Officer  
Domain

# The helpers and the hinderers of digital progress

From department to department, at organisations operating in every industry and in government, the motivation behind making digital changes is the same – to deliver a superior customer service.

As part of this intense race to stay ahead of the competition, inevitably, individual teams within an organisation will be keen to take matters into their own hands and find solutions to the specific challenges that they face. How organisations manage the responsibility for making digital changes, will be central to their success.

As members of staff grow more knowledgeable about the possibilities that technology opens up, due to experience in their own personal lives, individuals want to bring those solutions into their place of work. These people are assuming more responsibility for making changes within their own departments now, as evidenced by the fact that 53% of senior decision makers have undertaken a digital project without having consulted the IT department.

In the vast majority of these cases (81%), these have been permanent solutions. While this is a clear indicator of the increased responsibility that departments are taking for pursuing their own digital agendas, organisations need to be conscious of how easy they make it for departmental teams to make the changes needed to meet customer demands.

Many of these decisions will be made without IT because the department in question has the remit to do so; 60% of teams claim they have complete autonomy when it comes to taking on new digital projects.

On other occasions, IT will not be part of the decision-making process because departmental leads have become too frustrated by their own digital progress being restricted by their colleagues. The majority of senior decision makers (74%) claim they have had a digital project held back by another department within the business. This is a challenge particularly associated with larger organisations.

Of businesses with over 1000 employees, 64% have had a project delayed by the IT department, compared to just 36% of those in SMBs. The risk is that these individuals and lines of business are more likely to work around the existing checks and balances that are in place to ensure the security of the company and its data.

Furthermore, ambitious employees who want to provide solutions to new challenges but are blocked from doing so, will follow customers to pastures new. It's therefore pivotal to future success that organisations promote a culture of innovation that embraces digital change, rather than smothering it.



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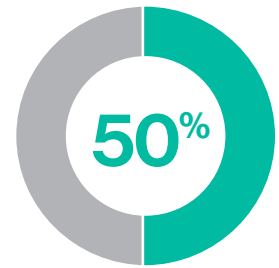
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# There's room for improvement

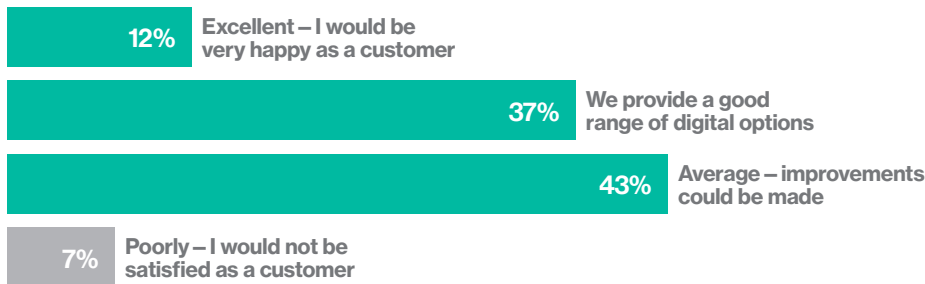
DocuSign has seen first-hand, how organisations of all sizes, across multiple industries, are taking processes digital to provide a superior experience for all of their customers. But, there is still work to do. Half of employees feel that the digital options their organisation provides for its customers are average or worse.

Additionally, 94% of business decision makers feel their organisation could be doing more. Despite the positive progress that's been made, there is room for huge improvements across the board. The potential that going digital holds for businesses is exponential and a failure to act now will make it impossible to tap into this opportunity. The question now is what are you doing to capitalise on yours?



50% of employees rate the digital options their organisation provides as average or worse, believing improvements can be made

## How employees rank the digital options their organisation provides



## Methodology

The survey was conducted across Australia amongst 1000 employed consumers and more than 100 senior decision makers across the Legal, HR, Sales, Finance and IT departments of businesses.

### About DocuSign

DocuSign helps organisations connect and automate how they prepare, sign, act on and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.

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