

I wish to make a submission on the Technology Adoption by Firms.

Particularly in reference to Report 5, section 2.

We, Digital Journey specialise in supporting businesses to make a decision on what technology to use to enhance customer engagement and improve business productivity. Through our work we see businesses struggle with the decision on what technology to use and often don't know where to focus.

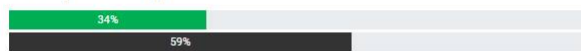
We struggled for a long time to determine what key messages we need to deliver to encourage decision makers to review the technology they use and consider alternatives. Based on our research we found that we needed to show businesses how they compared to others through our online benchmarking service that provide guidance on the tools they can consider. We have 15,00 + businesses in NZ who have used this service now.

For information: <http://getsavvy.nz/> and <http://www.digitaljourney.nz/>

The benchmark is based on the sector the businesses operated within, the size of the business and location. Why?

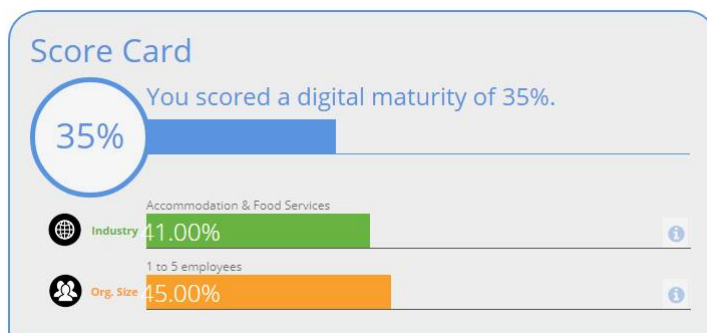
- We decided that we need to give businesses a benchmark that compared them to businesses in the same sector they operate in, of a similar size and also location (why location, when you think of Tourism sector in Queenstown this sector is more competitive that elsewhere in the country).
- The benchmark feedback has been that businesses see this as a 'call to action' to make changes

How you compare



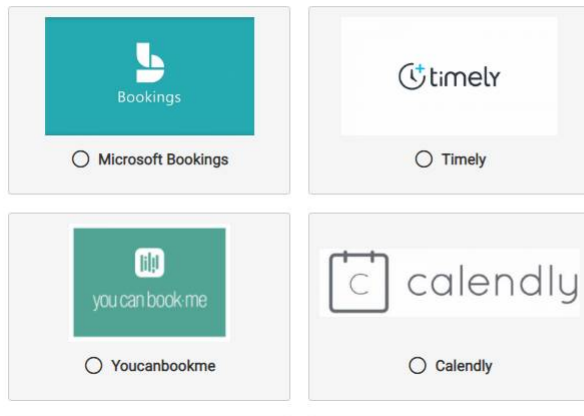
▲ According to our calculation, you are behind others who have completed this plan. Don't panic! Follow up on the below tips to jump ahead, in no time.

and



NZ businesses also don't know what IT services are available. Based on feedback we heard that businesses so want to know what products and services are available and relevant to them. Hence we have (although not 100 complete) provided an Action Plan to show businesses what tools and services they can use to improve productivity.

What tools do you use to help your customers schedule an appointment with you?



My key points are, based on helping thousands of businesses to be more productive with technology :

- Businesses in NZ are falling behind and for many they stay using the same technology and are uncertain on what to use. To encourage change we have found that benchmarking provides that 'call to action' to show a business that it has fallen behind in technology adoption when compared to others. Plus giving a business an insight into what tools and services are available has been well received by those completing our free assessments.

Finally you may also be interested to hear that internationally we are falling behind. I was asked to check NZ digital use when compared to US and UK, using the assessment we provided this stat:

