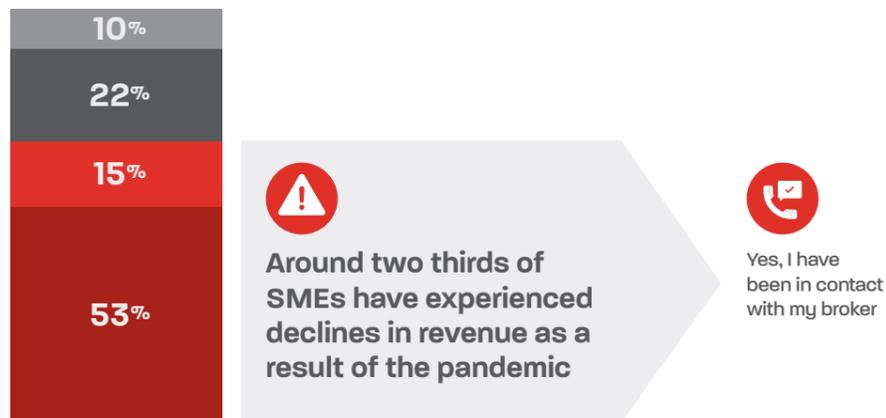


# Vero SME Insurance Index 2020

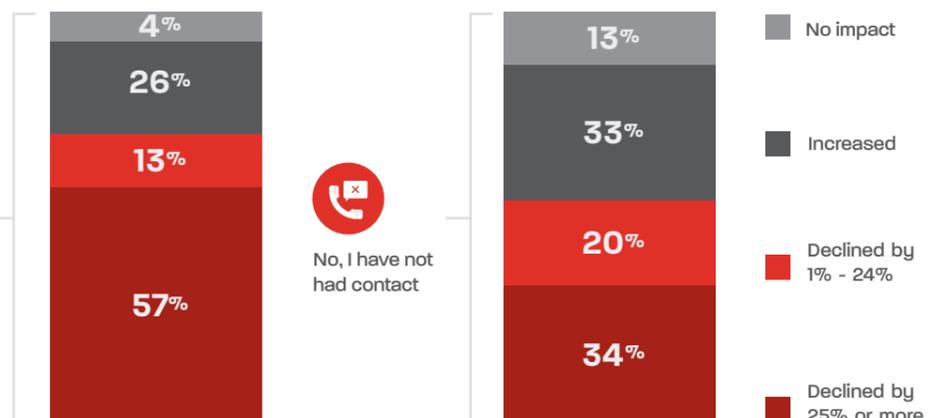
## COVID-19 insights

Many SMEs business revenue and operations have been significantly impacted. Revenue decline amongst SMEs is prompting contact with brokers.

### Impact on revenue



### Impact on revenue by broker contact



Brokers deliver value to their clients in times of crisis, especially when a significant decline in revenue is likely to trigger contact for their services

### Business actions in response to the pandemic

33% Reduced staff hours

29% Work from home

28% Reduced costs

27% Applied for Govt. assistance

26% Closed temporarily

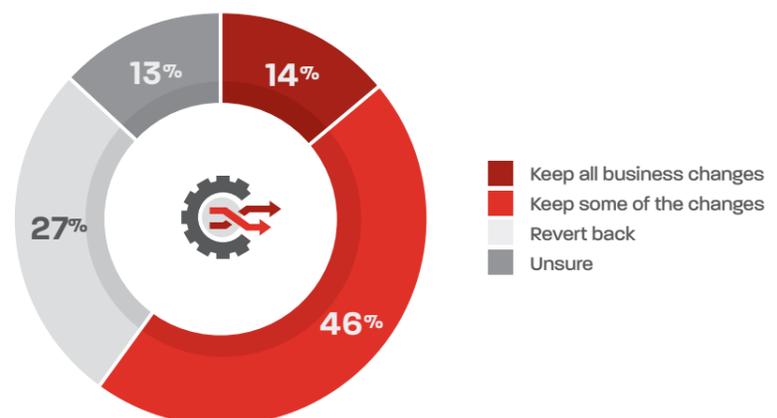
22% Pivoted customer offering

20% Stood staff down

12% No changes

### Plans for maintaining changes to business

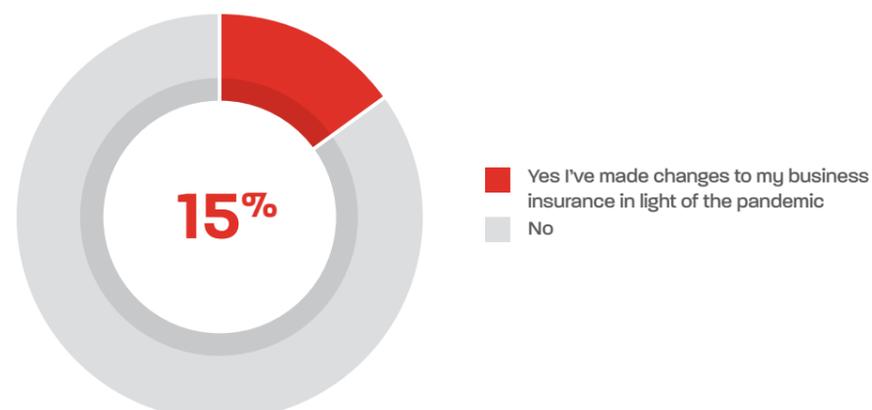
The majority of SMEs who have made changes to their business plan to keep at least some of these changes



It is important for brokers to understand long term changes in their client's business

## The COVID-19 pandemic has resulted in changed insurance behaviours

### Percentage of SMEs adjusting their business insurance



These businesses risk being under-insured due to COVID-19 related insurance changes

### Broker clients are less likely to have reduced their cover

#### Total



#### Have cancelled or reduced cover



#### Have not reduced cover



Legend: Broker clients (Red), Direct buyers (Grey)



A broker's role in ensuring that SMEs are appropriately insured continues to demonstrate their value

# Brokers have an important role to play

## SMEs recent contact with their broker in light of pandemic

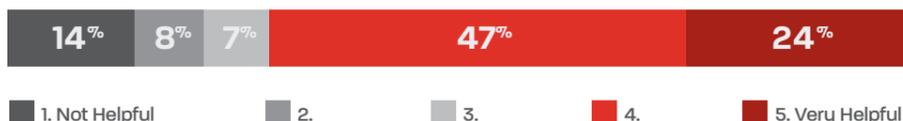
42%<sup>✓</sup>

of SMEs have been in recent contact with their broker regarding their business insurance

58%<sup>✗</sup>

of SMEs have not had recent contact from brokers to discuss changes to their business insurance

### Helpfulness of pandemic discussions



of these uncontacted SMEs, 27% want their broker to reach out to discuss changes to their business or insurance



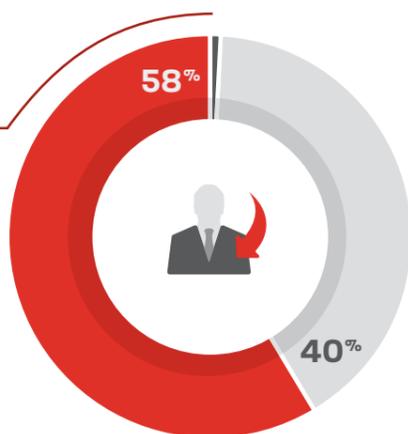
Broker contact is highly valued in this period - most find it helpful, and those who have been in contact with their broker are less likely to have reduced their insurance

## SMEs whose brokers have initiated contact are more satisfied

I contacted my broker

58% Satisfied

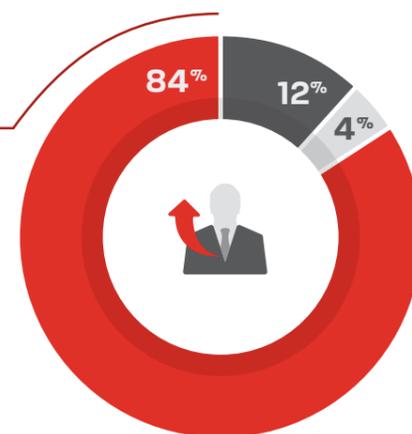
■ Satisfied ■ Neutral ■ Dissatisfied



My broker contacted me

84% Satisfied

■ Satisfied ■ Neutral ■ Dissatisfied

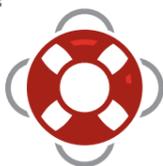


Proactively contacting clients during difficult times builds overall satisfaction

## The areas of help and advice SMEs are interested in

Making the most of Govt. assistance

29%



Business continuity cover

19%



Employee well-being

18%



Employer obligations

16%



Marketing support

16%



Deferrals on insurance payments

15%



Establishing new suppliers

14%



Ways to pivot their business

13%



During this difficult time brokers should focus their advice around employees, insurance and government assistance

Find out more and download the full report at [www.vero.com.au/broker](http://www.vero.com.au/broker)

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