

Vero SME Insurance Index 2020 Insights

Increased broker proactivity driving SME satisfaction

Provide in-depth information and analysis



Assess risk profile and recommend change



Provide case studies and examples

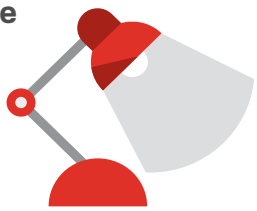


■ 2018 ■ 2019 ■ 2020

Provide additional proactive information and analysis to demonstrate expertise to customers.

Direct buyers are increasingly considering using a broker for:

Guidance on insurance issues



01

Access to better policy wording



02

Advice on other financial products and services



03

Explaining insurance premium increases will foster greater transparency and trust.

SMEs response to declining growth

25% Reduce Cover



25% Reduce number of things covered



14% Go without insurance



12% Move direct



Be alert to business's individual situations and continue to support and educate SMEs around the risk of reducing insurance.



SMEs are confused about why insurance premiums increase - reasons they attribute to the rise

Insurers costs

Large scale claims

Government taxes

High number of claims in an industry

Business risks increase

Inflation

My business makes a claim

33%

35%

47%

47%

48%

52%

56%

Premium increase and remuneration discussions

50%

of brokers have explained insurance premium increases with their clients



76%

of brokers have not discussed remuneration rates with their clients



Yes, my broker explained this

No, my broker hasn't explained this

% interested in remuneration rates

80% Found these explanations helpful



71% Are interested in understanding premium changes



70% Broker users



51% Direct buyers



SMEs are interested in information and discussions around insurance premium increases and broker remuneration.

Find out more and download the full report at www.vero.com.au/broker

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Disclaimer: The information displayed is based on remunerated research involving over 1500 business owners and decision-makers from around Australia. The research was conducted in October 2019. AAI Limited ABN 48 005 297 807 trading as Vero Insurance (Vero) has prepared this material for general information purposes only and it should not be used as the basis for decisions in relation to the acquisition or disposal of insurance products or the use of broker services. Vero and its related bodies corporate do not assume or accept any liability whatsoever arising out of or relating to the information. Source: Vero SME Insurance Index 2020

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