

Global Insights

Do People Want to Switch to Digital?



THE CONSUMER'S
RIGHT TO CHOOSE

It is a global trend for banks, utilities, telcos and governments to go online and make charges if consumers wish to receive paper based communication. Nonetheless, switching to digital is not always welcome by consumers. Let's take a world tour of discontent.

IN BRAZIL:

- 78% of Brazilian consumers think that when companies use environmental claims to encourage consumers to switch to digital it is because they want to reduce their costs;
- 56% are unhappy that the responsibility to print valuable documents is being passed on to them;
- 58% are unhappy if asked to pay a premium for paper bills and statements.

IN GERMANY:

- 83% of German consumers are unhappy if asked to pay for paper communications;
- 64% doubt about the validity of environmental claims used by companies to encourage their clients to switch to digital communications;
- 79% think those companies just want to reduce their costs.

IN ITALY:

- 81% of Italian consumers are unhappy if asked to pay for paper communications;
- 81% think that when companies use environmental claims to encourage consumers to switch to digital it is because they want to reduce their costs;
- 55% are unhappy that the responsibility to print valuable documents is being passed on to them.

IN NEW ZEALAND:

- 72% of consumers in New Zealand are unhappy if asked to pay a premium for paper bills and statements;
- 63% want the option to keep receiving printed information as it provides a permanent record for important documents;
- 46% are unhappy that the responsibility to print valuable documents is being passed on to them.



IN SOUTH AFRICA:

- 82% of consumers in South Africa believe that when companies use environmental claims to encourage consumers to switch to digital it is because those companies want to reduce their costs and transfer them to their consumers;
- 73% are unhappy when asked to pay for paper communications;
- 56% need the option to receive printed documents because they provide a more permanent record.

IN SPAIN:

- 90% of Spanish consumers are unhappy when charged for paper correspondence;
- 71% are unhappy that the responsibility of printing important documents is passed onto them;
- 70% believe that when companies use environmental claims to encourage consumers to switch to digital it is because those companies want to reduce their costs and transfer them to their consumers.

Sources

1. Australian Bureau of Statistics, Keeping up with information and communication technology, 2015.
2. Keep Me Posted UK, Opinium 2013.
3. Two Sides and Toluna, 2011, 2013, 2016.
4. Australia Post, Better Connection: Mail continues to Deliver, 2015.

IN THE UK:

- 84% of British consumers do not like it when companies take away their right to choose how they are communicated with;
- 83% agree that the main reasons companies want to shift to electronic delivery is to save money not to be environmentally responsible;
- 89% want to be able to switch between paper and online without difficulty or cost.

IN THE US:

- 90% of American consumers believe that companies that send bills, statements, and informational documents such as proxies or privacy statements should be required, if necessary, to allow customers to continue receiving these documents in paper format at no extra charge, no loss of discount, or other penalty;
- 79% want the option to continue receiving printed information as it provides a more permanent record;
- 77% would be unhappy if they were asked to pay a premium for paper bills and statements .