

AOA Members' Questionnaire Responses on Digitalization and Younger Generations March 2016



The AOA Secretariat

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I. Questionnaire collection status

➤ Collection rate

Questionnaire addressees	44
Collected	18
Collection rate	40.9%

➤ Country by country

Country	Collected
Australia	1
Bangladesh	1
India	2
Japan	8
New Zealand	1
Philippines	1
Sri Lanka	3
Taiwan	1

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II. Overview of the responses

- Dealing with business digitization
- ✓ we have found that every organization is making efforts to promote digitization.
- ✓ There seem to be great differences among countries in their use and scope of digital technology due to the telecommunication infrastructures in each country, the business methods, the contents and the scale of each organization.
- ✓ Every organization has created its own website except one organization which is now creating its own website, but there are great differences in the functionality of each website. There are also some organizations in multiple countries that have adopted SNS, using it to attract young people.
- ✓ Tablets are used (or are to be used) mainly by Japanese organizations.

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No.	Organization	Country	Web	Email	SNS	SMS	Tablet	Mobile
1	A	Australia	✓			✓	✓	
2	B	Bangladesh	✓		✓	✓		✓
3	C	India	✓		✓			
4	D	India	✓					
5	E	Japan	✓		✓		△	
6	F	Japan	✓	✓				
7	G	Japan	✓				✓	
8	H	Japan	✓				✓	
9	I	Japan	✓		✓		✓	
10	J	Japan	✓				✓	
11	K	Japan	✓					
12	L	Japan	✓	✓				
13	M	New Zealand	✓					✓
14	N	Philippines	✓					
15	O	Sri Lanka	△	✓				
16	P	Sri Lanka	✓		✓			
17	Q	Sri Lanka	✓			✓		
18	R	Taiwan	✓	✓				

Note 1: "Email" means communication with customers using Email

Note 2: "SNS" means social media such as YouTube, Twitter and Facebook

Note 3: "SMS" means Short Message Service via mobile phone

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No.	Organization	Country	Website functions						
			Product information	Document request	Estimation	Contract procedure	Insurance claims	Calculator tool	Procedure-related procedure
1	A	Australia	✓		△		△		
2	B	Bangladesh	✓						
3	C	India	✓		✓	✓		✓	✓
4	D	India							
5	E	Japan	✓	✓	✓			✓	✓
6	F	Japan	✓						
7	G	Japan	✓	✓	✓	✓	✓		✓
8	H	Japan	✓	✓				✓	
9	I	Japan	✓	✓	✓	✓	✓	✓	✓
10	J	Japan	✓	✓	✓			✓	✓
11	K	Japan	✓						
12	L	Japan	✓						
13	M	New Zealand	✓	✓	✓		✓	✓	✓
14	N	Philippines	✓						
15	O	Sri Lanka							
16	P	Sri Lanka	✓						
17	Q	Sri Lanka	✓						
18	R	Taiwan							

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II. Overview of the responses

- Efforts to target young people
- ✓ We have found that every organization thinks that young people are the best generation to adapt themselves to digitization
- ✓ They make efforts to engage and influence young people by utilizing digital technology and using other means such as holding various events and providing support activities.
- ✓ Countries where the proportion of young people in the total population is very high might have different attitudes and nuances toward “efforts to target young people” from those found in ageing countries.

[Main answers]

①	Improving various services using digital technology so that they will be suitable for young people
②	Marketing for young people is effective when it is done via social media
③	Setting products & structures, systems for insurance premiums and installments, and sales channels for young people
④	Supporting student bodies or organizations for young people through broadcasting media, holding events, endowed courses and scholarships, etc.
⑤	Appealing to young children and their parents by using kids' characters, various events, information services, etc.

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II. Overview of the responses

- Efforts to utilize young employees
- ✓ One similarity beyond countries and organizations is that emphasis is put on training young employees, thanks to which, they provide more opinions and suggestions from a new perspective, which differs from conventional methods, and are then reflected in the management. This is recognized as an advantage.
- ✓ There seem to be some organizations where the proportion of young employees is very high, and training young employees has become an important issue for the management.

[Main answers]

①	Actively assigning important tasks and positions to young employees and providing training programs to train leaders
②	Actively making young employees work on-site to gain experience
③	Employing young people on a priority basis
④	Providing incentives by giving various awards to the best performers
⑤	Encouraging young employees to utilize digital technology and improve their skills through training programs

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Thank you very much!