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Faster broadband would benefit Taranaki businesses

Use of online business services has skyrocketed in Taranaki, but improved broadband speed is holding companies back, according to a recent survey.

Almost two thirds of the region's businesses – 63.7 percent – stated that their business would directly benefit from faster broadband speeds. Less than a quarter stated that faster speeds would have no impact.

The results were in response to the latest 6-monthly Taranaki Business Survey, conducted by Venture Taranaki, which gauged the frequency of use of a range of online services by Taranaki businesses.

Uptake of online services has increased over the last two years amongst 79 percent of the region's businesses, and an even greater number expect their usage to increase over the next two years.

“Advances in online services, and the steep uptake of these developments by Taranaki businesses, is good news for the regional economy,” says Venture Taranaki Chief Executive Stuart Trundle.

“Our region is perceived as being geographically isolated. Shifting more workplace processes to an online environment will help minimize this, but we must ensure that the region is serviced by an acceptable broadband speed.”

The survey also asked businesses how frequently they used a range of online services, and found that email use and online banking were daily business activities conducted online, whereas online video, social media, and e-commerce were least utilized by Taranaki businesses.

“Uptake and frequency of direct business tools has been high amongst the region's businesses, but there are opportunities to boost online marketing. New developments, like social media, have proven effective in promoting the regional brand and communicating directly with consumers. There's strong opportunity for regional growth in this area.”

Frequency of use of online tools amongst Taranaki Businesses.

	Daily	Weekly	Monthly	Never
Email	85.4	6.4	1.9	6.4
Own website	38.2	12.7	15.9	33.1
Online research	38.2	34.4	13.4	14
Online ordering	14.6	20.4	18.5	46.5
E-commerce	58.6	21.7	5.1	14.6
Online banking	35.7	31.2	15.3	17.8
Social media	19.7	17.2	15.9	47.1
Videos	1.9	5.7	12.1	80.3