

Coronavirus as a driver for digitalisation

Representative survey on behalf of Aareal Bank shows: the coronavirus pandemic is inducing a digitalisation push in the German property and energy industries, and in the start-up sector.

Was your company well-prepared to perform internal processes digitally, such as billing or conferences, during the coronavirus pandemic?



- 40% Yes, absolutely
- 26% Generally yes
- 12% Indecisive
- 11% Generally no
- 10% No, not at all

Has the digital transformation topic become more important within your company due to the current situation?



- 27% Yes, absolutely
- 21% Generally yes
- 17% Indecisive
- 19% Generally no
- 16% No, not at all

61%



of respondents assume that their client communications will become more digital in future.

64%



of respondents want cross-sector processes to become more digital in future.

Cross-sector results from a representative survey performed by Civey on behalf of Aareal Bank between 8 April and 10 May 2020, talking to more than 1,400 decision-makers and employees in the German housing and energy industries, as well as in the start-up, PropTech, and FinTech sectors.

Focus on the housing industry



Which of the following actions are you currently planning to take or expand at your company?

(Multiple responses allowed)



67%

of respondents believe their company was well-prepared to perform internal processes digitally.



45%

of respondents say that digital transformation has become more important within their company due to the coronavirus pandemic.



32%

Process digitalisation



16%

Workflow automation



32%

Digital meetings and cooperation



19%

Digital client communications

Results in the housing industry from a representative survey performed by Civey on behalf of Aareal Bank between 8 April and 10 May 2020, talking to approximately 460 decision-makers in the German housing industry.

Focus on the energy industry



Which of the following actions are you currently planning to take or expand at your company?

(Multiple responses allowed)



52%

of respondents believe their company was well-prepared to perform internal processes digitally.



63%

of respondents say that digital transformation has become more important within their company due to the coronavirus pandemic.



30%

Process digitalisation



24%

Workflow automation



46%

Digital meetings and cooperation



24%

Digital client communications

Results in the energy industry from a representative survey performed by Civey on behalf of Aareal Bank between 8 April and 10 May 2020, talking to approximately 250 decision-makers in the German energy industry.

Focus on start-ups, FinTechs, and PropTechs



Which of the following actions are you currently planning to take or expand at your company?

(Multiple responses allowed)



63%

of respondents believe their company was well-prepared to perform internal processes digitally.



42%

of respondents say that digital transformation has become more important within their company due to the coronavirus pandemic.



35%

Process digitalisation



27%

Workflow automation



37%

Digital meetings and cooperation



28%

Digital client communications

Results in the start-up sector from a representative survey performed by Civey on behalf of Aareal Bank between 8 April and 10 May 2020, talking to approximately 780 employees in the start-up, PropTech, and FinTech sectors, of which approximately 530 respondents were decision-makers. Only the information provided by the decision-makers is displayed here.

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