



Westpac
Australia's First Bank

Business & Technology Solutions & Services

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Group Executive

1 August 2002

A journey...

Early 90's



Core System

Late 90's



Value Chain

2002+



Customer Experience

Westpac Investor Update 2002

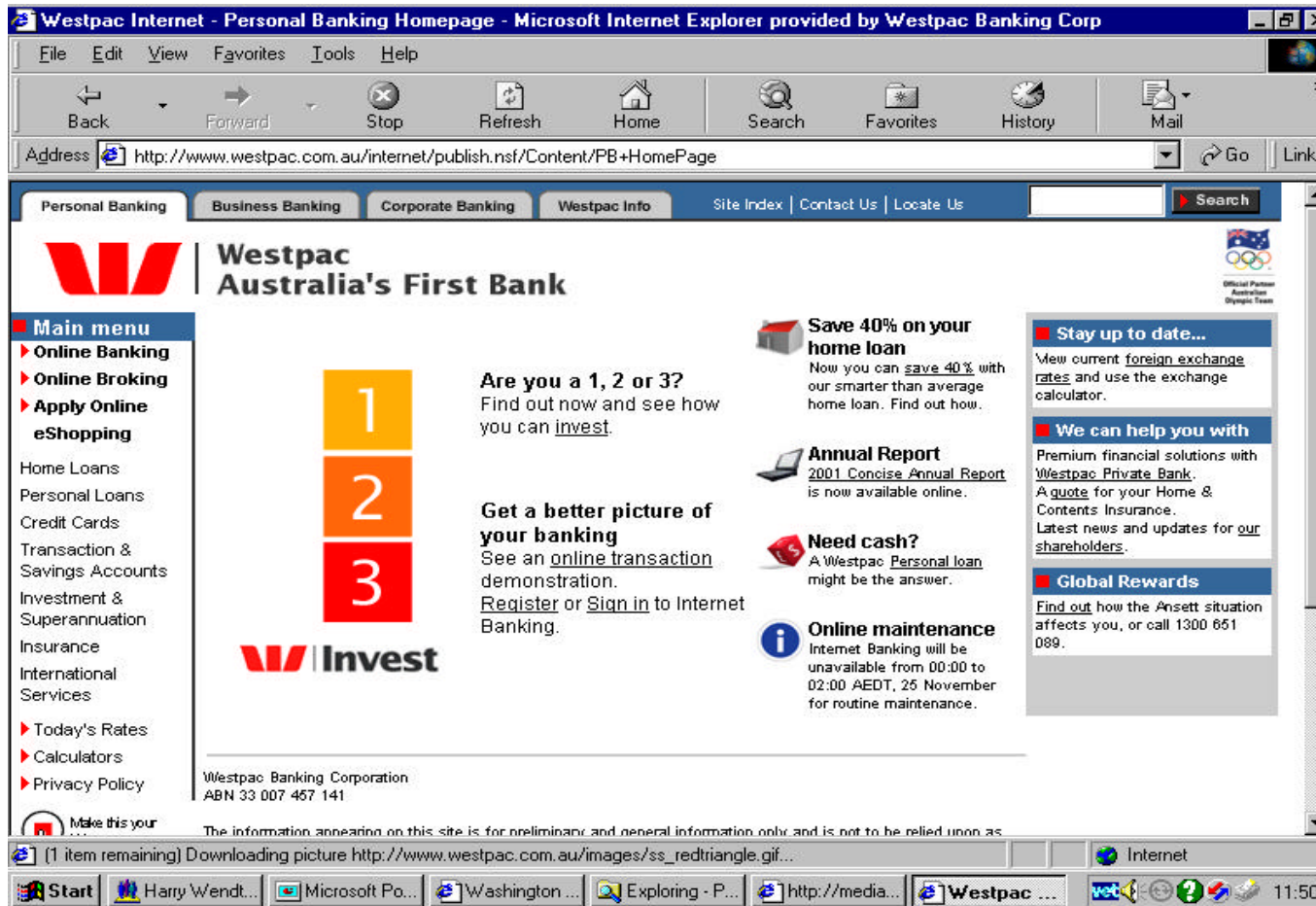
A journey...

1998 A web presence 'Brochure ware' Website



A journey...

2000 Customer Focused 'Transactional' Website Redesign



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A journey...

2002 Customer Centric 'Trusted Partner' Webtop

W Business

MR JEFF SMITH Go Last signed in: 17 May 2002 10:49 AEST Administration • Help Sign out

Business online Banking Purchasing Credit check Other Services Go

Menu
 Business summary
 • What's new
 • Payment tips
 • Receiving payments
 • Managing tax
 • Employer toolkit
 • Business growth
 • Smarter purchasing
 • Business guidance
 • Westpac products and services

Account Balances Go to Transfer Funds Go

Account Name	Account Number	Balance	Available Funds
Bonus Saver Account	337958	\$4,016.04+	\$4,016.04+
Classic Plus Account	519595	\$3,519.55+	\$3,519.55+
Classic Plus Account	520617	\$1,173.25+	\$1,173.25+
MasterCard	004571	\$0.00+	\$18,446.10+

Pending Payments (First 20 Payments) Go to Full Pending Payments

Payment Date	Status	Payment From	Amount	Description
26 May 2002	Submitted Awaiting Due Date	520617	\$142.00	BANKSTOWN CITY COUNCIL
17 Jul 2002	Submitted Awaiting Due Date	519595	\$1.00	

Purchase Summary Go to Westpac B2Buy

Order Date	Status	Purchase Order	Invoice Date	Amount	Supplier
16 Mar 2002	Awaiting supplier invoice	3057-1000-1			Boise Cascade Office Products
5 Feb 2002	Awaiting supplier invoice	2888-1000-1			Corporate Express Aust Ltd
26 Nov 2001	Awaiting supplier invoice	2495-1000-1			Roses Only Pty Ltd

Runway success
 Read our [Business Online](#) success secrets, including how Collette Dinnigan positioned her business for growth.

Business Solutions
 Find out how to use one bank for all your banking needs and pay less.

EzyBAS
 Click [here](#) to access the easiest way to calculate and fill in your BAS.

Online – success story

- **Online strategy**
- **Development program**
- **Our success**
 - **Doubled number of online customers¹**
 - **Higher than natural industry market share²**
 - **Consistently ranked #1 in Site Features²**
 - **Highest online customer satisfaction³**
 - **Highest percentage of our customers online**
- **Now integrating across the business**

Note (1): Registered Customers from March 01 to March 02 673k to 1.2m

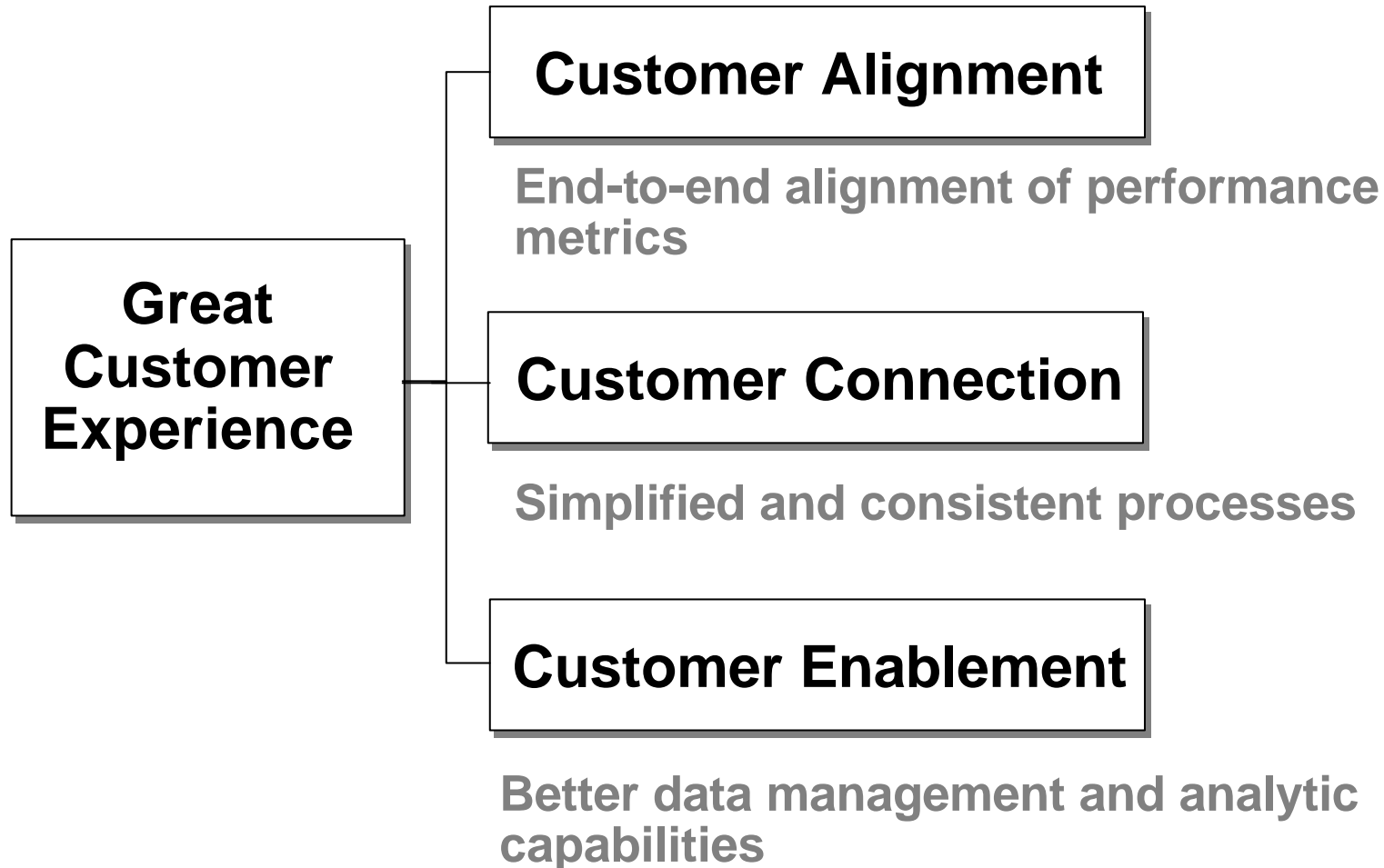
(2) : MISC/Newspoll Omnibus Survey/ MISC Internet Banking Site Feature Audit

(3) : ACNielsen.Consult 11th Australian Internet User Survey, December 2001 (overall n=3913)

The next wave – 2002+

- **Enhance capability to grow revenues**
 - **Align operations with customers and front line staff**
 - **Provide tools to assist in exceeding customer service promises**
- **Deliver capabilities within targeted costs**
- **Establish a set of end-to-end performance measures to drive behaviours**

Three major initiatives underpin this work



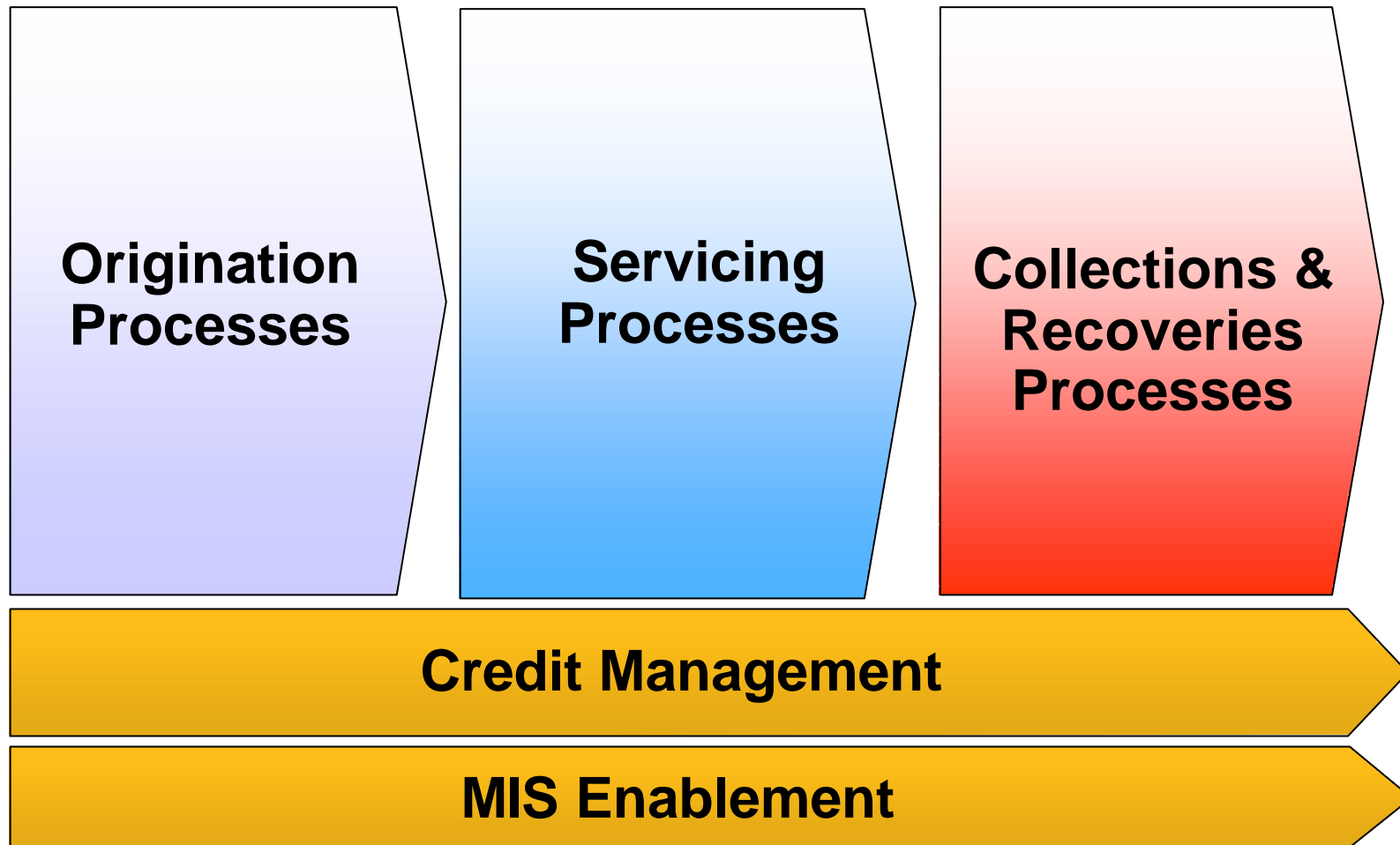
Customer perspective

- **Customer processes** – common self serve or staff assisted processes
- **Know our customers** – don't ask for information twice
- **Customer interactions** – interaction history available at all touch points
- **Immediate decisions** – on non-complex applications
- **Relevant & helpful** – gets the basics right and helps me manage my lifestyle

Initial focus has been on lending processes

<ul style="list-style-type: none">• Optimising consumer and business originations	<ul style="list-style-type: none">• 2 to 4 times faster consumer loan turnaround• 6 to 10 times faster business loan turnaround
<ul style="list-style-type: none">• Improve servicing of lending	<ul style="list-style-type: none">• >95% queries resolved at touch point
<ul style="list-style-type: none">• Greater product and channel flexibility	<ul style="list-style-type: none">• Decisioning based on complete customer perspective
<ul style="list-style-type: none">• Enhanced credit data	<ul style="list-style-type: none">• Near real time credit risk portfolio management
<ul style="list-style-type: none">• Greater speed and lower cost	<ul style="list-style-type: none">• Credit process costs reduced by 20% - 60% depending on process area

The lending project is organised within 5 work streams



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Next steps

- **Maintain our focus on**
 - **Lending processes**
 - **Customer & corporate data management and analytics**
- **Further analyse other critical business processes**
- **Report on progress**



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