

Case study: Multichannel Delivery

Banks often talk about improving their customer relationships but the National Australia Bank has delivered

NAB

Industry: Banking



Company profile

National Australia Bank Group (NAB) is a financial services organisation with over 12,000,000 customers and 50,000 employees, operating more than 1,750 stores and service centres globally.

In addition to Australia, NAB has franchises in New Zealand, Asia, the United Kingdom and the United States. Each of NAB's brands is uniquely positioned, but built on a common commitment to provide their customers with quality products and services, fair fees and charges, and relationships built on the principles of help, guidance and advice.

Business objective

NAB was consistently receiving feedback from customers asking for functionality on the NAB online banking portal to enable them to search for specific transactions and to be able to view their statements online. NAB came to us to assist in the process to achieve this.

Background

There were a number of drivers behind NAB's decision to upgrade its internet banking facility to include this new functionality, most notably though was improving the customer experience. In addition to this, NAB is also committed to becoming carbon neutral, so corporate responsibility and the environment is a big focus. Increasing the capability of the website and allowing greater functionality around viewing accounts and statements (thereby reducing the number of paper bills) enhances NAB's carbon neutral parameters.

Developing the solution

Within the space of three months, Fuji Xerox worked with NAB to deliver its Smart Statements service so that customers could receive and view statements and transaction history through internet banking. Normally, a project of this size and scale would take six months, but, a close partnership and cooperation between the two organisations was essential to being able to deliver within this tight timeframe.

Making it happen

To provide this service, Fuji Xerox maintains two identical archives across separate locations, holding more than 750 million statements. New hardware powerful and scalable enough to cater to heavy customer demand was also installed. Each archive is capable of supporting the entire load, so that if one archive is down, the customer experience is not affected. A solution of this scale must be secure and reliable, so the architecture was designed to ensure that there is no interruption to the customer. This is essential, as a positive customer experience will reflect on how often the service is used.

Fuji Xerox Document Management Solutions (Fuji Xerox) was already a strategic partner and had worked with us extensively in the production of our paper-based statements. Having this relationship allowed us to develop the best end solution in a collaborative way, taking into account the impacts on both businesses. By leveraging the relationship and solution set, it allowed us to quickly and effectively implement a relatively low risk scenario.

We found Fuji Xerox to be an extremely reliable service provider and we had little or no technical issues along the way.

Tim Cullen, Head of Direct Channels, Sales and Service – Retail Banking, National Australia Bank

Creative solutions

With our solution each customer statement is automatically sent to archive and those that are to be printed are separately flagged. We despatch a summary file to NAB on a daily basis, so that the bank can advise its customers when their statements are available for online viewing.

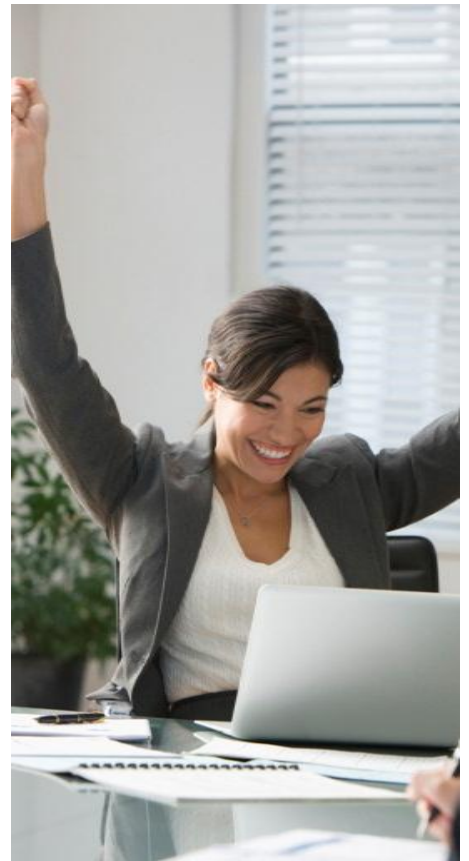
Results

Since the site upgrade in 2008, NAB customers have been able to retrieve an image of their statements from the last seven years as well as being able to search, view and filter transactions from the last 560 days. According to NAB, a significant number of their customers now use the facility and they are very satisfied with the success of the project.

There has also been external validation of the project's success with PC Authority magazine rating NAB Internet Banking as Lab Winner and 'pick of the bunch' of the major banks online banking portals in Australia.

We are constantly looking at ways to honour our green commitment, so cutting down on the number of statements that needed to be printed and distributed was important. Once internet-banking customers 'opt in' to view their statements online, they no longer receive a paper copy in the mail. Apart from this environmental benefit, there has also been associated cost savings as less paper needs to be printed and mailed. And, because customers can now search and retrieve banking information themselves, the number of calls into our call centre has reduced.

**Tim Cullen, Head of Direct Channels, Sales and Service – Retail Banking,
National Australia Bank**



Online service

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