

About ANZ Bank

Founded in 1835 and headquartered in Melbourne, Australia, Bank of Australia and New Zealand (ANZ Bank) provides a range of banking and financial products and services to more than nine million retail, commercial and institutional customers worldwide. With its core business in Australia and New Zealand, ANZ currently operates in 33 countries across the Middle East, Europe, America, and the Asia Pacific region. Employing more than 50,000 people, ANZ is among the top four banks in Australia, the largest banking group in New Zealand and Pacific, and among the top 50 banks in the world.

ANZ aims to become a super-regional bank that provides quality global business services to customers across its core markets. The company expects to source 25 – 30 percent of its earnings from its Asia Pacific, Europe and America divisions by 2017.

Use Case Scenario

Like many banks and financial institutions, ANZ Bank historically faced challenges in balancing the time relationship managers (RM) spent with customers to consistently recognize and deliver upon customer needs while also identifying and acting upon cross-selling opportunities.

ANZ Bank also was confronted with many of the challenges of any large, global organization, including fragmented or siloed expertise and a vast and unwieldy library of hard-copy educational and promotional materials.

To improve the customer service and sales process, ANZ Bank needed to find a solution that could deliver on the company's value proposition in a consistent fashion by:

- Enabling relationship managers to spend more time with customers
- Facilitating better customer engagements by identifying each customer's unique needs
- Improving cross-selling opportunities
- Delivering an all-around superior customer interaction experience



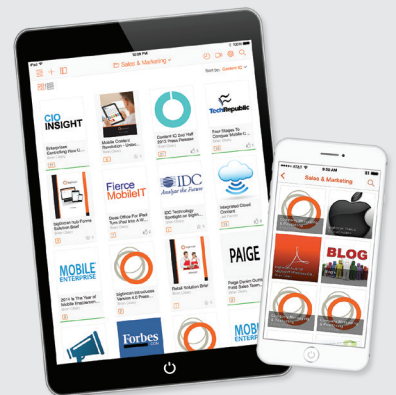
COMPANY: ANZ Bank

VERTICAL: Bank

HEADQUARTERS:
Melbourne, Australia

EMPLOYEES: More than 50,000

bigtincan transforms the way that sales and service organizations access, interact with, present and collaborate on content, as well as how they engage with customers when using their mobile devices.



ANZ Bank's Business Challenge

To help facilitate the fulfillment of its value proposition, ANZ Bank adopted tablets for its RMs, replacing the use of printed product materials and opening the door for increased real-time engagement and interaction with customers. While tablets in and of themselves were an improvement over paper, the company needed to be able to ensure that its RMs were consistently identifying and efficiently fulfilling all customer needs with true real-time performance visibility.

ANZ Bank's Solution: The bigtincan hub

ANZ Bank implemented bigtincan hub to help improve the customer relationship and cross-selling experience. bigtincan hub is the world's leading mobile-first content enablement platform that puts content in context, delivering the right content to the right user based on role, time, location, association and/or event — with all the automation and tools needed to engage with content in one integrated, intuitive platform.

With bigtincan hub, the company's tablets could be used to provide RMs worldwide with real-time, relevant and engaging content for each and every customer interaction, while offering company leadership valuable insights into how the devices and content were being used to help (or hinder) the sales process. Using the tablets to streamline its learning and development materials with tablet-specific media that complimented the company's web-based learning assets, the company leveraged bigtincan hub's collaboration capabilities to enable its RMs to share files in real time and even connect customers directly with specialists via on-demand video-consultation.

ANZ Bank first piloted the program with a small group of RMs, refining the tablet interface and workflow process based on feedback before initiating a bank-wide rollout and education program. Today, ANZ is even incorporating the tablet-based data with its performance-based management systems.

Using bigtincan hub on its tablet devices has enabled ANZ Bank to:

- Provide relevant and engaging information to RMs to sell the bank's value proposition, drive acquisitions, and cross-sell
- Establish a more consistent sales conversation to enhance the customer experience
- Support video and real-time demonstrations to bring ANZ's value proposition to life for customers
- Use native functions, such as video, to ensure ANZ's customers have access to product specialists relevant to customer inquiries
- Solve for total customer needs with an interactive needs-based diagnostic
- Capture customer data once and reuse multiple times
- Streamline processing and customer fulfillment to a time and place of the customer's convenience
- Enhance time-to-proficiency and the overall RM experience

