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Suncorp announces new function to improve customer experience

Suncorp has today announced the appointment of a Customer Advocate to drive better outcomes and experiences for its nine million customers.

Chief Customer Experience Officer, Mark Reinke, said the new function would work across the business to identify and deliver opportunities to provide even better services to customers.

The function will be led by Executive General Manager Customer Experience & Group Customer Advocate, Debra Tagg.

Ms Tagg has been instrumental in designing new and improved customer experiences, developing and embedding customer culture and leading customer strategy and insights since she joined Suncorp in 2010.

“With her passion for delivering strategic customer programs across Suncorp and her strong background in customer service, Debra is the ideal choice to drive Suncorp’s focus for this role,” Mr Reinke said.

“She will be an integral part of all strategic programs that influence customer outcomes, as well as play a leading role in Suncorp’s Financial Inclusion Action Plan.

“We’re committed to increasing transparency and accountability around the decisions we are making for our customers every day. This new function will challenge our current processes, identify areas for improvement and make it easier for customers when things go wrong.”

Banking & Wealth CEO David Carter said the appointment delivers on a banking industry commitment to better protect customer interests, but will also cover Suncorp’s significant insurance business.

“Suncorp’s new business strategy is centred on delivering greater value for our customers, which this new function will help us achieve,” Mr Carter said.

“With new products and services coming online this year to transform how we help Australians manage critical decisions in their lives, a Customer Advocate will help to ensure our approach is grounded and delivering for our customers.”

The Customer Advocate will have direct access to our Group CEO & Managing Director and will build on Suncorp’s culture where all employees put customer advocacy at the heart of what they do.

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