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Suncorp unveils financial services store of the future

Suncorp has redefined the way financial services are provided in Australia, with the opening of its first Concept Store in Parramatta.

The store is the first step in delivering Suncorp's marketplace and brings together many products and services from across the company's brands, including Suncorp, AAMI, GIO and Apia, as well as solutions from other providers, in a unique retail environment.

Suncorp CEO and Managing Director Michael Cameron said Suncorp had created an interactive, experience-led store design that takes customers on a new retail journey.

"Customers want an experience that is easy and personal. By connecting customers with more of our brands and introducing them to new solutions, we can support them throughout the various stages of their lives," Mr Cameron said.

"The store showcases our leading digital capabilities and products, as well as those from other companies allowing us to deliver in-store experiences tailored to our customers' specific needs."

Suncorp Executive General Manger of Stores Lynne Sutherland said throughout December, the Concept Store will feature the "Our Home is Your Home" theme to help guide customers through the process of buying a home.

"For example, we're working collaboratively with leading businesses to deliver a unique platform which provides customers with a step-by-step guide to buying a house," Ms Sutherland said.

"From inspecting properties, legal solutions and landscaping recommendations to discounted white goods and electronic installations within the home. We will continue to build on this and change the themes based on our customers' needs each month.

"The store is also a test and learn environment for the new Suncorp marketplace. We will trial new concepts with customers and make changes based on their feedback, with the aim to deliver new solutions across our national store network."

Taking inspiration from retailers outside of financial services, the Concept Store's marketplace zones allow customers to do more than discuss their financial needs. It also includes interactive displays, recharging stations, refreshments, breakout spaces for quiet conversations and live, in-store events.

"We're creating a unique experience that helps educate, inspire and delight our customers, with the express goal of helping them in an area that can be confusing, complex and intimidating," Ms Sutherland said.

"The Concept Store will also host free weekly lifestyle workshops and seminars to help customers feel more confident about their financial decisions."

The store also features a new [Suncorp logo](#) – its first refresh since 1996. With the sun at its core, the new design represents Suncorp's purpose to create a better today for customers, shareholders, communities and people. The new logo will be implemented throughout 2017.

Key experiences and technologies include:

Design – Interactive format which allows customers to experience retail zones specific to their individual need. The modular design allows for the store to change its format to suit monthly themes and workshops. The modern appearance has a light space, with greenery to create a visually appealing store.

Key features – Concierge greeting, designated self-service area, multi-brand offering, retail managers to curate the best solution for customers, free wifi and refreshments.

Discovery Tool – Connects customers with Suncorp solutions, as well as products and services from other companies, across an entire journey (example: Buying a Home)

Companies featured – [Jim's Building Inspections](#), [Lawlab](#), [Hipages](#), [JB Hi-Fi](#)

Refreshed logo – [video and messages](#)

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