

16 August 2010

SUNCORP BANK'S CUSTOMERS CALL A REAL PERSON IN AUSTRALIAN BANKING FIRST

Suncorp Bank customers can today speak directly with a real person, with the Bank becoming the first in Australia to remove its automated phone system.

By calling 13 11 75, personal and business customers can speak directly to a Suncorp Bank consultant 24 hours a day, seven days a week.

According to research carried out by Suncorp Bank, customers objected to providing voice response to an automated system and preferred speaking with a real person.

Suncorp Bank CEO, David Foster, said Suncorp Bank was one of only three Australian banks which had more 'net promoter' customers than it had detractors ¹ and this latest move built on that commitment to making service more personal.

"We are the only Bank in Australia to provide personal and business customers with a full service over the phone, by a real person," he said.

"We know that good service is the lifeblood of our business and after speaking with our customers, we are committed to delivering better, more personalised service and making ourselves more accessible on the phone and in the branch," Mr Foster said.

In July, Suncorp Bank announced an agreement with Bendigo Bank that effectively doubled the Bank's ATMs. The Bank also launched a new ATM locator to help customers find a Suncorp ATM and branch.

New TV and radio commercials are on air (started 8 August) to introduce the new service and highlight the Bank's customer service commitment.

ENDS

About Suncorp:

Suncorp is one of Australia and New Zealand's largest diversified financial services providers, supplying banking, insurance and wealth management products to around 7 million customers through well-established and recognised brands such as AAMI, Australian Pensioners Insurance Agency, Shannons, Vero, Asteron and Tyndall, as well as Suncorp and GIO. Today Suncorp is Australia's fifth largest bank and second largest domestic general insurance group, with over 16,000 staff. Suncorp has representation in 450 offices, branches and agencies throughout Australia and New Zealand.

Media Contact:

Vicky Power

Phone 07 3362 1591

Mobile 0421 238 020

¹ 2010 Australian Banking Consumer Recommendation and Loyalty Study, Engaged Marketing, August 2010