

CASE STUDY: ANZ Bank

Bigtincan Sales Enablement Automation Platform

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 34 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. As of 2017, the company sourced 25 – 30 percent of its earnings from its Asia Pacific, Europe and America divisions.

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 was also 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
- Automating time consuming manual tasks and digitizing paper documents
- Improving internal collaboration and knowledge sharing



ANZ Bank's Business Challenge

Prior to 2011, ANZ's RMs spent 40% of their time actually out meeting with and selling to customers. The remaining amount of their time was spent completing administrative tasks (10%), chasing assessments and fulfillment inquiries (15%), servicing existing customers (20%), and training and completing compliance work (15%). As a result, only 30% of ANZ's RMs were hitting their target numbers, and 20% were considered to be low performers.

During this time, ANZ Bank's RMs used a paper based model to learn, sell, and record meetings. Once a meeting was completed, the paper documentation would just sit in a drawer, and the meeting would have to be manually entered into their CRM. Additionally, there was nowhere for RMs to share information with each other, so their product offerings to customers were limited to their own knowledge.

To help address these challenges and 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: Bigtincan Hub

ANZ Bank implemented Bigtincan Hub to help improve the customer relationship and cross-selling experience.

With Bigtincan Hub, the company's tablets 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 are 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 work flow process based on feedback before initiating a bank-wide rollout and education program. Today, ANZ has 20,000 tablets deployed with Bigtincan, and has incorporated the tablet-based data with its performance-based management systems.



Business Results

Here's how ANZ's target percentages measured up to the actual results after deploying Bigtincan:

Metric	Target	Result
Sales Meetings	30% Increase	14% Increase
Product Sales	20% Increase	32% Increase
Customer Satisfaction	75% Positive	90% Positive
Banker Satisfaction	75% Positive	90% Positive

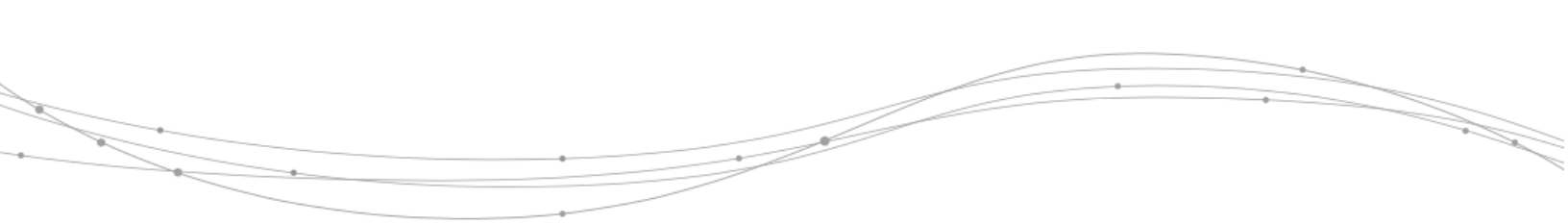
ANZ Bank noted that the 32% increase in product sales wasn't from obvious products like missing accounts or credit cards, but rather add on products that make the customer feel valued and stick with the bank. Before Bigtincan, RMs were unlikely to even offer these types of products to customers.

Other business results that Bigtincan brought to ANZ Bank include:

- Providing relevant and engaging information to RMs to sell the bank's value proposition, drive acquisitions, and cross-sell
- Establishing a more consistent sales conversation to enhance the customer experience
- Supporting video and real-time demonstrations to bring ANZ's value proposition to life for customers
- Using native functions, such as video, to ensure ANZ's customers have access to product specialists relevant to customer inquiries
- Solving for total customer needs with an interactive needs-based diagnostic
- Capturing customer data once and being able to reuse it multiple times
- Streamlining processing and customer fulfillment to a time and place of the customer's convenience
- Enhancing time-to-proficiency and the overall RM experience
- Allowing the sharing of knowledge and information between RMs
- Automating manual process such as logging meetings into their CRM
- Fully digitizing paper documentation

About Bigtincan

Bigtincan (ASX:BTH) helps sales and service teams increase win rates and customer satisfaction. The company's mobile, AI-powered sales enablement automation platform features the industry's premier user experience that empowers reps to more effectively engage with customers and prospects and encourages team-wide adoption. Leading brands including AT&T, ThermoFisher, Merck, ANZ Bank and



others rely on Bigtincan to enhance sales productivity at every customer interaction. With global sales and marketing headquartered in Boston, Bigtincan also has offices across EMEA, Australia and Asia. To discover more about how your organization can benefit from the Bigtincan Hub platform, please visit www.bigtincan.com or follow @Bigtincan on Twitter.