Customer Engagement Transformation
Finacle Conclave Dubai

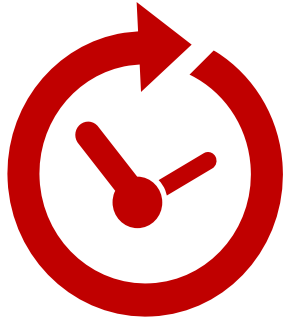**John Ford**

CEO

Australian Military Bank

13 November 2019

Topics

❖ About Australian Military Bank

❖ Our Strategy

❖ Our Technology Stack

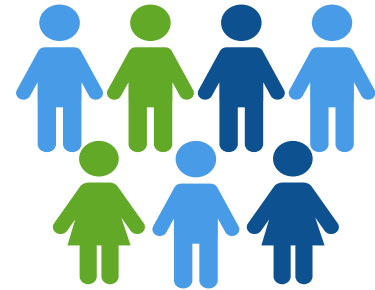❖ How member engagement has changed

❖ Business Implications

Australian Military Bank

Who are we?

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Our story

Australian Military Bank

Operating since 1959

helping defence personnel and their families make the most of their money

We have 21 branches & 3 kiosks predominantly on Defence bases across the nation

56,674 members

we're committed to in providing better quality services, lower fees and competitive interest rates

Our target market & strategic advantage

Target Market

Australian trooper, Sam Menzies, launches a Black Hornet Nano unmanned aircraft vehicle, or drone, during a training exercise in Queensland

Contractual Advantage
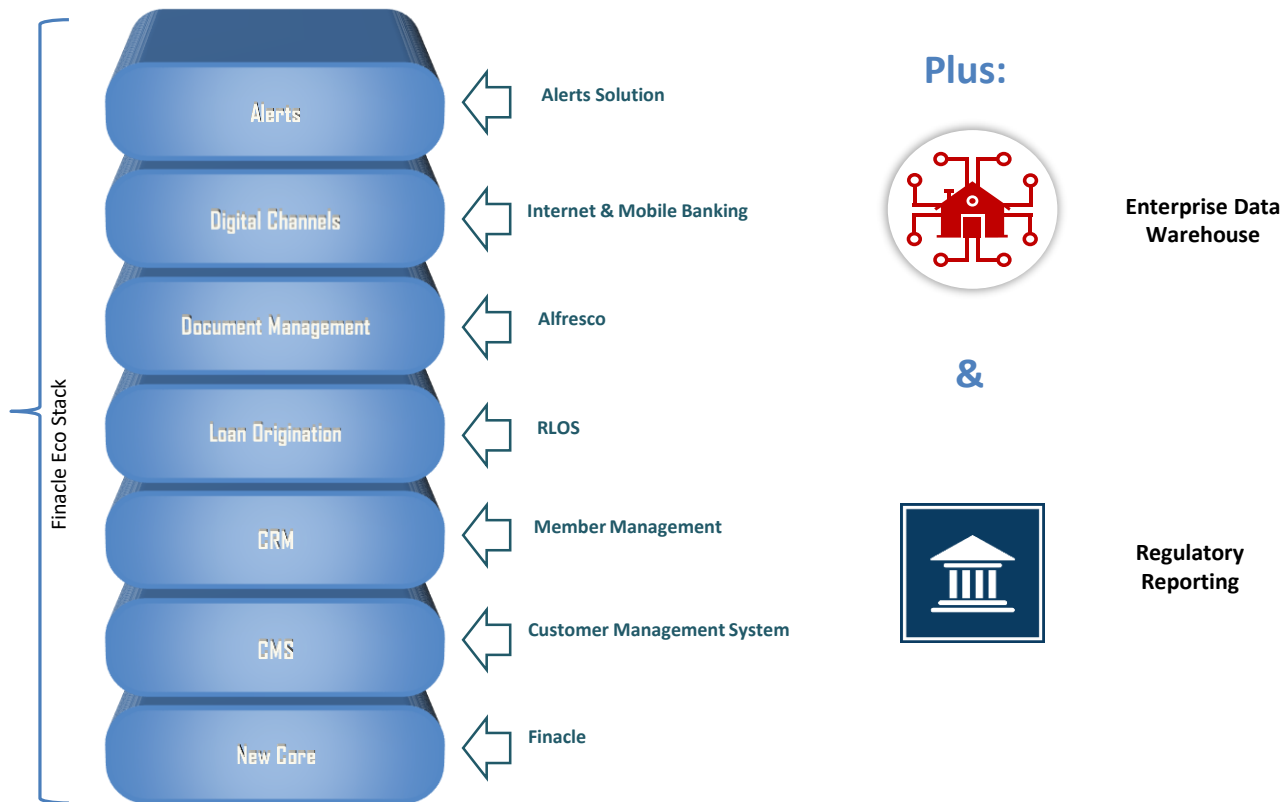

DHOAS Home Loan Providers

Digital First strategy

Australian Military Bank (AMB) aims to become a great niche bank by pursuing a digital first strategy. We have chosen this strategy in recognition of the prime demographic we serve (young & technologically inclined) and the economic imperative to achieve a lower cost to income ratio (to enable the capitalisation of future growth).
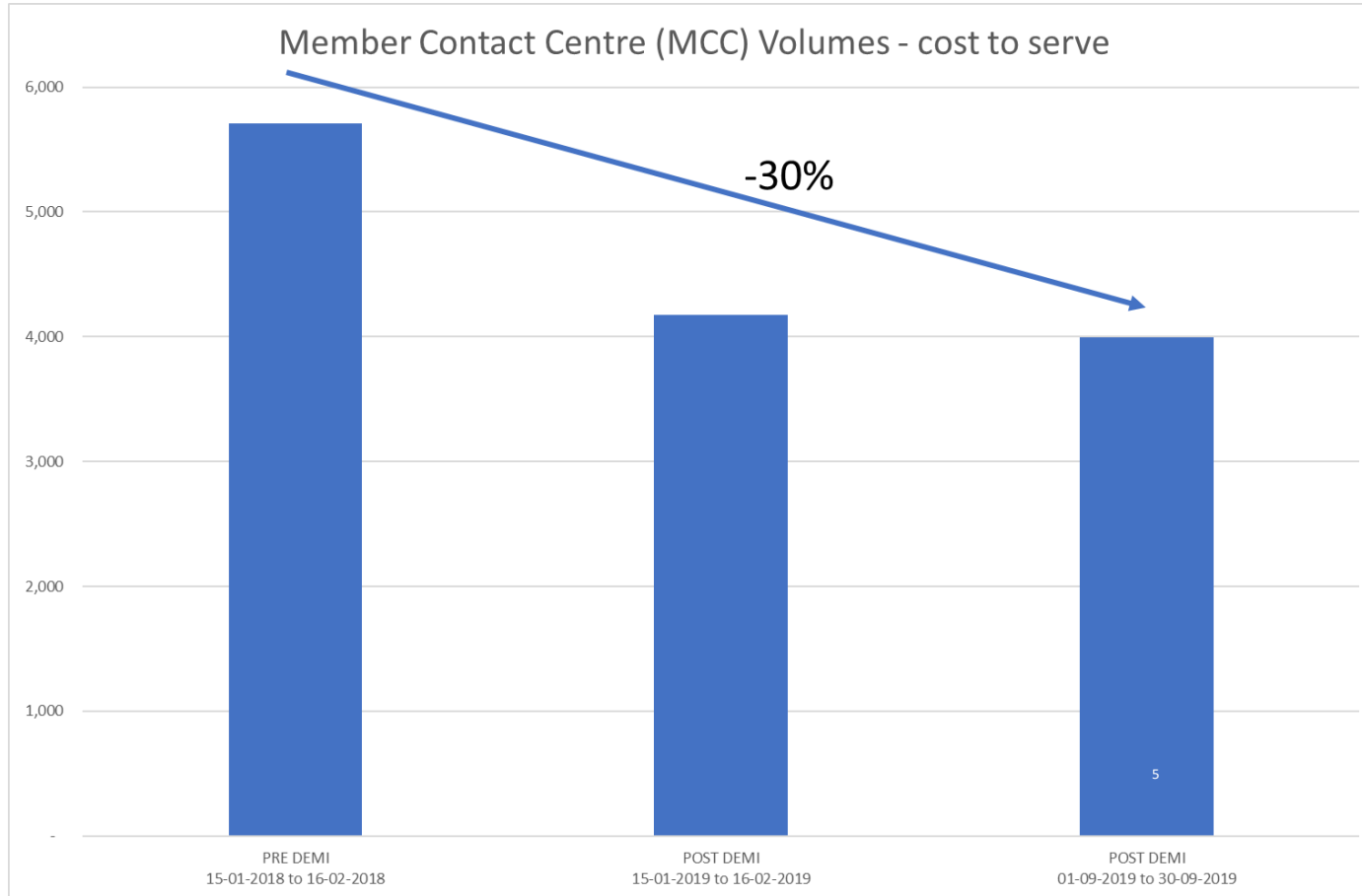
Our technology stack

End to End Solution (Australian private cloud)

Finacle Eco Stack

- Alerts — Alerts Solution
- Digital Channels — Internet & Mobile Banking
- Document Management — Alfresco
- Loan Origination — RLOS
- CRM — Member Management
- CMS — Customer Management System
- New Core — Finacle

Plus:

Enterprise Data Warehouse

&

Regulatory Reporting

How member engagement has changed

Call volumes have declined

Member Contact Centre (MCC) Volumes - cost to serve

-30%

PRE DEMI 15-01-2018 to 16-02-2018	POST DEMI 15-01-2019 to 16-02-2019	POST DEMI 01-09-2019 to 30-09-2019

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Branch usage has declined

**Over The Counter Transactions Per Month
(All Branches)**
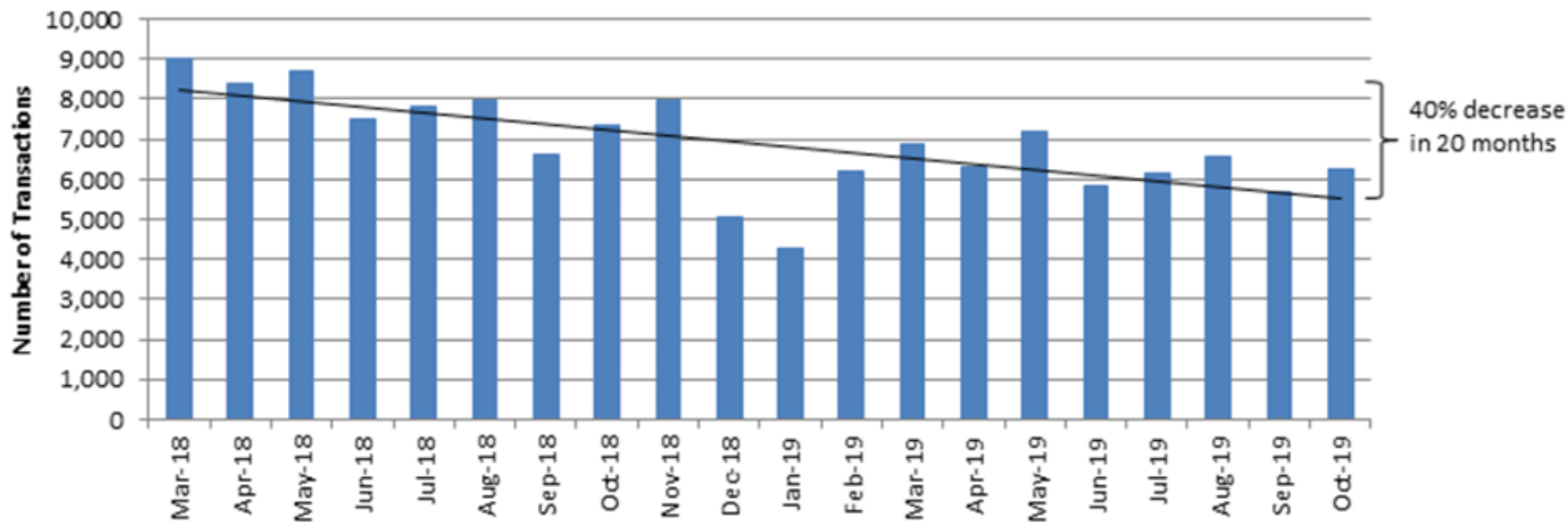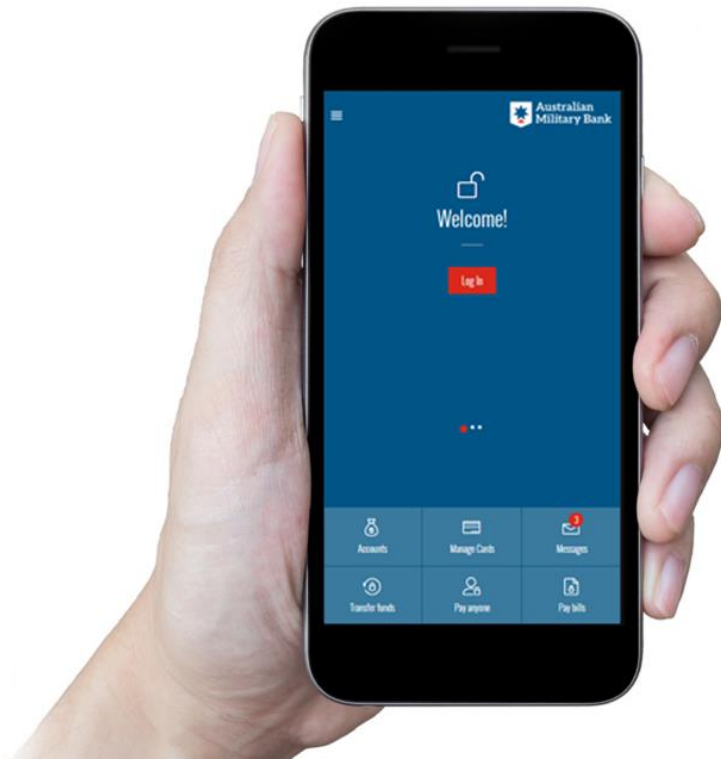

Less than 1% of transactions are performed in branch….

DemiLite
(iPad Banking)

Australian Military Bank

New business origination has changed

2-minute onboarding

65% of savings & transaction accounts are opened online / STP

Lessons Learnt

- ❖ "Legacy" is different to "Start Up"

- ❖ There will be resistance

- ❖ Takes time to "unlearn' things

- ❖ Commit to the strategy (the outcomes will follow)

Australian Military Bank

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What are the business implications...

How are we tracking (20 months on)? (July – Oct 2019)

1.47 x System (Sept 2019)

Asset Growth

5.4% Annualised

Membership Growth

127% Budget

$ NPAT

3.2% YoY

Operating Costs

Questions

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