

Client



Westpac delights its customers with 100% website uptime and significant customer service improvements thanks to Alterian Content Manager

Company:

Westpac

Website:

www.westpac.com.au

Size:

37,000 employees in Australia, New Zealand, the near-Pacific region, and key financial centres around the world, including London, New York, Hong Kong and Singapore.

Industry:

Finance, Banking

Headquarters:

Sydney, Australia

Solution:

Alterian Content Manager

Results:

1. Westpac recognised as having the Forrester's Web Experience Award 2010
2. The ability to realise their web 2.0 ambitions without compromising on usability
3. Delivery of a consistent and controlled brand experience
4. A significant uplift in customer service.

"Westpac wanted to become easier to do business with... To do this we needed to completely update our web platform to take advantage of world best practice standards, technology and processes. We chose Alterian Content Manager to help us deliver on this strategy for its robust technology and its best fit for our needs."

Paul Therkelsen, Senior Manager Website, Consumer Online, Retail and Business Banking, Westpac

Synopsis

Westpac is one of Australia's leading banks. With a strong customer-centric strategy, Westpac needed to create dynamic and engaging websites while also increasing online sales. Westpac selected Alterian Content Manager.

Introduction

Established in 1817, Westpac Bank is one of the four major Australian banks and has five key customer-facing divisions serving around 10 million customers – Westpac Retail and Business Banking, St.George Bank, BT Financial Group Australia, Westpac Institutional Bank and New Zealand Banking, Westpac is dedicated to their vision of being the leading financial services company in Australia and New Zealand.

The challenge

Paul Therkelsen, Senior Manager of Website, Consumer Online, Retail and Business Banking at Westpac states, "Westpac's fundamental purpose is to help every customer achieve their financial goals. We want to earn their business by delighting customers with a level of service and support that is unequalled in the financial services industry. To do this, they have an outward focused strategy that requires Westpac to better understand our customers' needs; to deepen our relationships with them and to constantly strive to improve the experience they have with us."

Westpac has a customer-centric approach to its business. They understand the vital role the internet plays as a primary interface for its customers, so they turned their attention to the revitalization of its customer-facing websites, including its flagship website www.westpac.com.au.

Prior to the project, the websites were supported by a legacy content management system which was no longer able to provide the flexibility and functionality necessary to deliver Westpac's strategic online goals. Replacing the system would achieve a number of objectives that all fed directly into the Bank's vision for delighting their customers.

Key objectives included:

- Creation of an engaging online experience with a website that offers a range of tools and services which are both simple to use and comprehensive in the information they deliver
- The tools must enable customers to:
 - Easily navigate to the information they require
 - Easily engage with Westpac irrespective of channel
 - Understand their financial options.

As Paul Therkelsen explains, the website was to become a stepping stone for financial services, "We wanted to provide customers with the right tools they needed to get to the best information available. The website had to provide an integrated approach to all Westpac services in a way that would ensure every customer was able to commence on their financial journey on the right path."

Helping establish that journey, Westpac developed a detailed selection criteria to identify the best solution:

- Ease of use for business users
- Efficiency gains through effective content re-use
- Robust governance and control framework
- Devolved management from IT to business
- Enable development of and integration with new functionality
- With a vendor which would be responsive to our needs.

Based on these criteria, Westpac selected Alterian Content Manager.

The solution

Therkelsen continues, "We chose Alterian Content Manager to help us put our customers at the heart of everything we do. The Alterian solution was sleek and fast, and had the strength under the covers to support our ambitions for online integration with web 2.0 technologies without compromising on usability. Faster, simpler transactions online will be coupled with a string of efficiencies that means Westpac will be able to ensure all its web channels are focused on delivering exactly what the customer needs."

Westpac implemented Alterian Content Manager across 17 of its customer-facing sites. In pulling the management of these sites onto the Alterian platform, the volume of change and enhancements has dramatically increased. Other benefits became apparent as Paul Therkelsen explains, "The new content management system meant we could better regulate and enforce brand controls. We were able to cost-effectively create and store content centrally then share it out to multiple sites, including automatic updating of interest rates, previously a labour-intensive task with a high risk of user error. This enabled us to deliver a consistent and controlled experience across multiple sites and brands."

Westpac created complex financial tools such as comparison tables, product selector tools and suggestive search facilities to better support the customer in choosing the right product or service.

Alterian Case Study

Westpac Banking Corporation

Outcome

Delivering the redesigned website and new tools with the Alterian Content Manager platform has resulted in significant uplift of customer service.

This has been validated by the Forrester Reports on Banking websites, which not only placed Westpac first out of the Australian banks' websites, but also first out of UK, US and Canadian banking websites.

Westpac also improved the performance of the websites, not just making them faster to interact with, but improving the stability and reliability of service at all times. This has been independently endorsed by the Compuware Gomez Web Performance Benchmark, which has placed Westpac at the top out of 14 Australian banks for Response time, Availability and Consistency.

Therkelsen comments, "With 100% uptime and the average Australian banks' response times (1.987 secs) being over 12 times slower than Westpac's website (0.16 secs), we are providing our customers with lightning-fast page loads, every time – truly a superior experience".

For Westpac's content contributors, Alterian Content Manager provides an easy-to-use interface that requires minimal training to create and maintain content quickly and safely. In making it easier for the business team to manage Westpac's websites, Alterian Content Manager has both reduced reliance on IT and empowered them to continuously improve site tools and content.

As one of Australia's leading banking institutions, Westpac is dedicated to good governance but also to its customers. The advent of Alterian Content Manager has heralded the addition of new functionality to integrate with other technologies and a richer more engaging web experience.

Therkelsen concludes, "The re-launch of our websites with Alterian Content Manager has already delivered tangible benefits:

- eSaver 'click-to-start' applications by 100%
- Term Deposits improved conversion rates tenfold
- Mortgage leads from the website increased by 60%
- New saving and transaction applications up 30%.

Our business is driven by our desire to delight our customers and these results only reinforce that commitment."

Alterian

Alterian (LSE: ALN) enables organizations to create relevant, effective and engaging experiences with their customers and prospects through social, digital, and traditional marketing channels. Alterian's Customer Engagement solutions are focused in four main areas: Social Media, Web Content Management, Email, and Campaign Management & Analytics.

Alterian technology is utilized either to address a specific marketing challenge or as part of an integrated marketing platform, with analytics and customer engagement with the individual at the heart of everything. Working alongside a rich ecosystem of partners, Alterian delivers its software as a service, or on premise. For more information about Alterian visit www.alterian.com or the Alterian blog at www.engagingtimes.com.

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