

# Customer Obsessed

## National Australia Bank's Customer Brain Journey

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# About Us

More than 38,000 colleagues at the bank provide 10 million customers with secure, easy and reliable banking services.

NAB is proud to be Australia's largest business lender.

NAB have an ambition to become the most customer-centric company in Australia and New Zealand.



# Using all that we know about customers, the Brain surfaces timely, relevant, personalised actions



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**50M personalised interactions /mo**

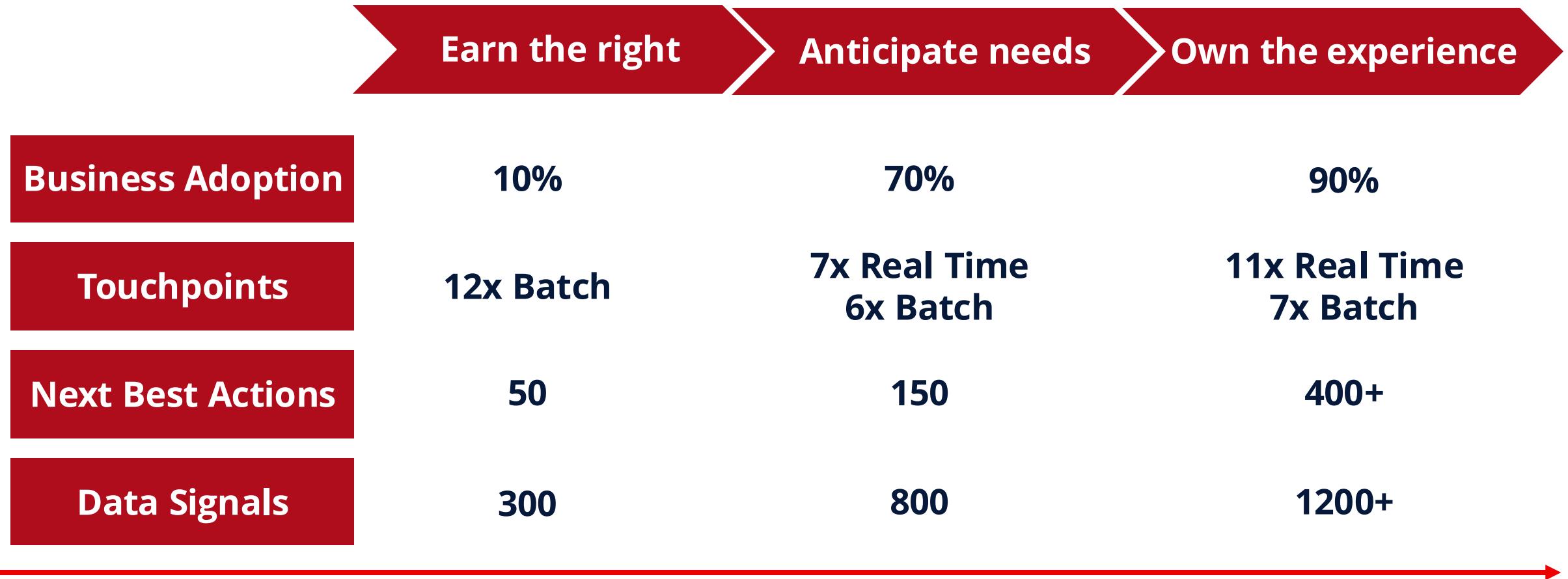
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**40% uplift in engagement**

# Our journey

# We built for impact

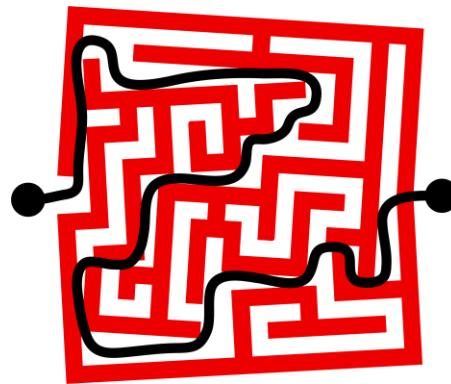
Making delivery choices to maximise value



# What we learned along the way

## Truths that unlock real customer connection

### Hyper-standardise



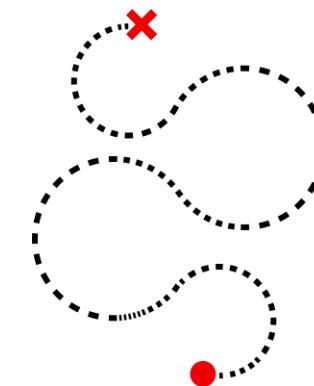
170 contact  
policies to 30

### Be inclusive



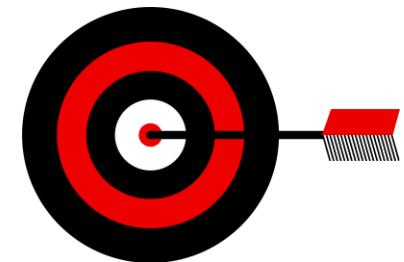
20% to 75%  
coverage

### Always optimise

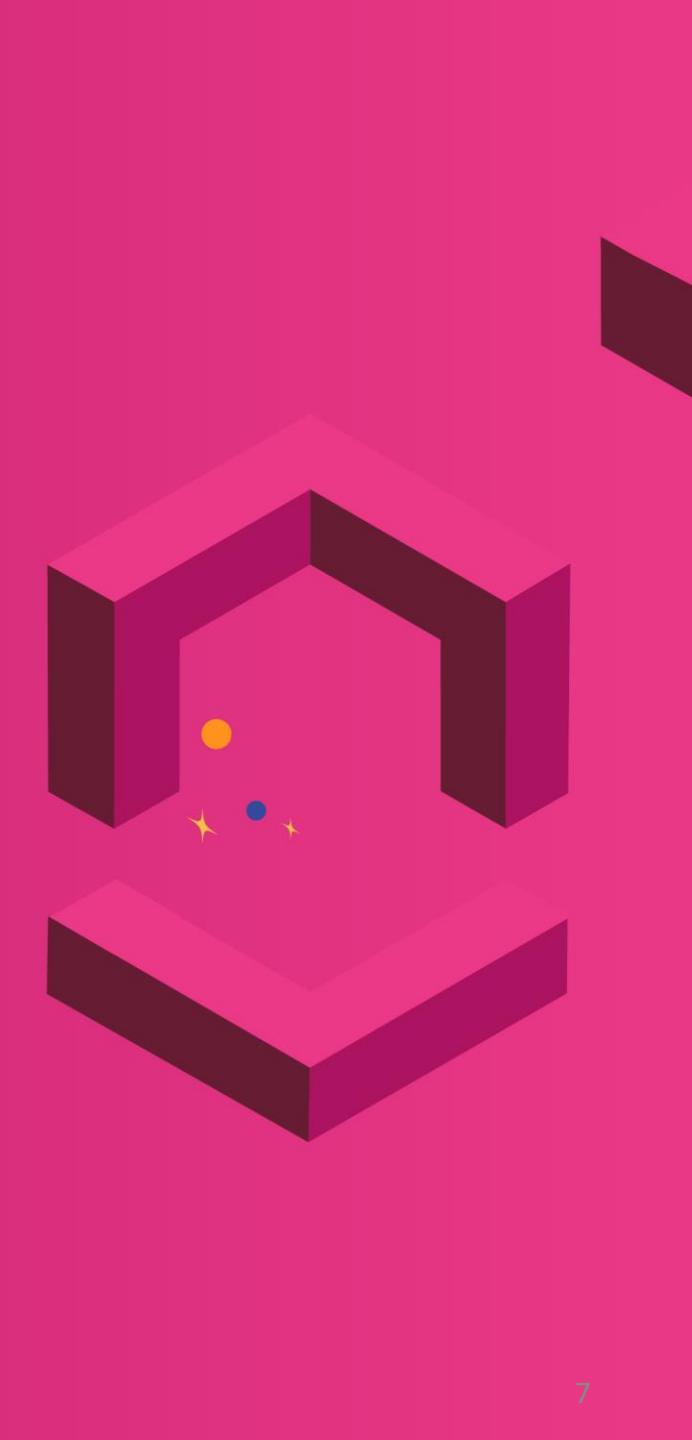


15% growth in +  
responses

### Be creative



14%  
engagement  
uplift

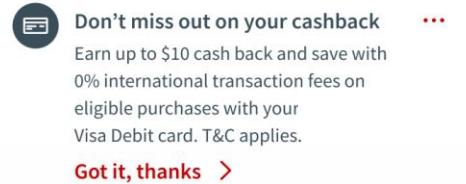


# What this means for our customers

# Customer Obsession in Action(s)

**Our library of actions is always evolving across service, sales and engagement**

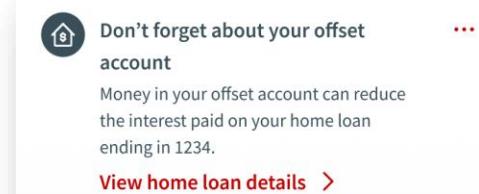
## Maximise your rewards From 'Me' to 'You'



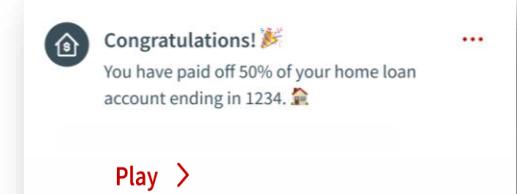
## Clarity that calms Never follow up again



## Smarts that save Making \$ work harder



## Motivational milestones Celebrating progress



**30% customer  
action**

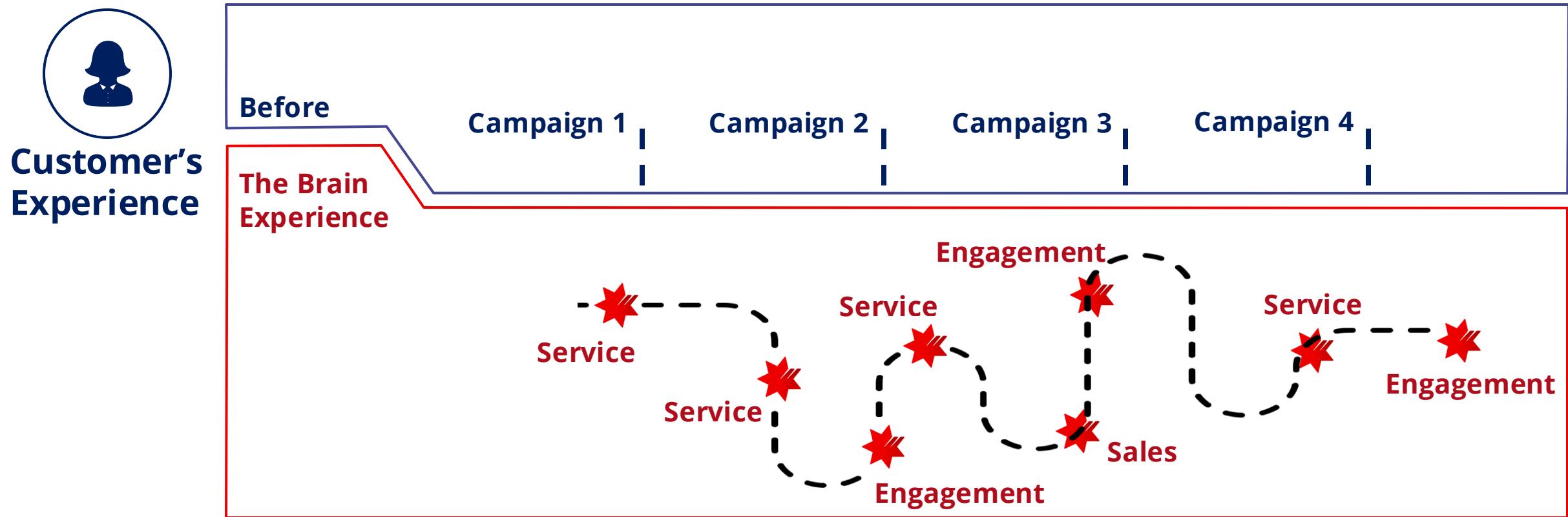
**55%  
engagement**

**2.4x increase in  
leads AND  
35% increase in  
engagement**

**Outperforms by  
50%**

# Which means our customer experience is evolving

As we leap from campaigns to conversations







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