



METHODOLOGY

ONLINE BANKING AWARD

What is the CANSTAR Online Banking Award?

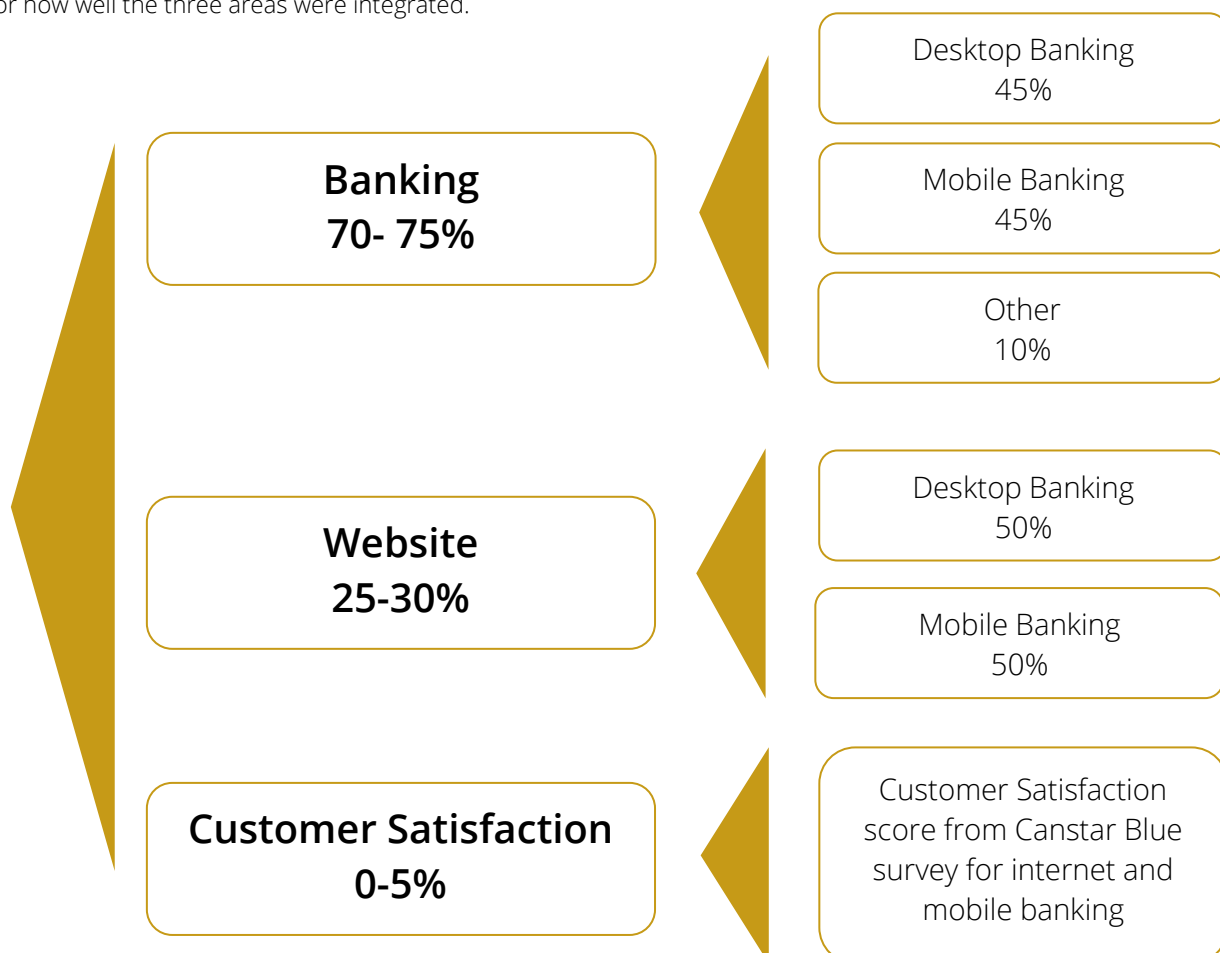
CANSTAR's Online Banking Award uses a sophisticated rating methodology unique to CANSTAR that compares the features of online banking platforms in Australia.

The award is won by institutions that provide the strongest combination of services across mobile and desktop online banking platforms. The award aims to give recognition to those that offer quality online services and developments in light of the ever growing availability of technologies to further enhance the customer experience of online banking.

CANSTAR's Online Banking Award is awarded to Bank of the Year and Customer Owned Institution of the Year, which considers mutual banks, credit unions and building societies. The institution which cumulatively receives the highest score across the areas of consideration will be awarded the Online Banking Award.

How is the CANSTAR Online Banking Award calculated?

To arrive at the total score that makes up the award CANSTAR considered Desktop and Mobile Banking platform in addition to assessing the Website capabilities of the two platforms. Within these areas, points were also allocated for how well the three areas were integrated.



Profile	Banking	Website	Customer Satisfaction
Bank	70%	25%	5%
Customer Owned Institution	70%	30%	0%

Banking

This section considers the features and transactional ability of both desktop and mobile banking. While desktop banking looks at features and transactions made from a desktop computer, mobile banking looks at available features and transactions made from a smartphone application or mobile-optimised website accessible from a smartphone. Desktop versions of internet banking accessed through a smartphone were not assessed if they were not optimised for the purposes of the award.

Feature category	Desktop	Mobile	Examples of data captured
Banking and other services	40%	65%	
Transactions	70%	70%	Transfers, bill payments, transfer limits, processing
Payment management	20%	20%	Create, schedule and manage payments
Other services	10%	10%	Access to other products through same login
Personal finance management	35%	15%	Online statements, transaction history, graphing tools
Account status and statements	70%	70%	Account balances, statements, transaction history
Budgeting tools	20%	20%	Integrated budgeting tools, spend categorisation and graphing
Other tools	10%	10%	Access to other finance tools within same login
Self service	15%	10%	Change personal details, personalisation, modify limits
Product Applications	10%	10%	Product applications through login

Other Features

This section considers other features within the internet banking platform (both for desktop and mobile) that do not involve transactions. While features such as help channels and applicable security measures apply to both desktop and mobile, other features such as compatibility and location services apply for smartphone only.

Feature category	Other	Examples of data captured
Communication	30%	
Alerts	40%	Email/SMS alerts/push
Help	60%	Online chat, phone-back, secure mail
Security	40%	Extended CV certificate, secondary authentication
Availability	10%	iPhone, Android, mobile-optimised website
Location services	20%	ATM and branch locator



Website

This section considers features available through the institution's website. This includes the application process for four popular products (home loans, deposit accounts, credit cards and personal loans) where customers (existing and new) apply directly through the website.

Feature category	Desktop	Mobile	Examples of data captured
Product applications	40%	30%	
Home loans	20%	20%	Paperless applications, Instant approvals, Save progress
Deposit accounts	20%	20%	Paperless applications, Instant approvals, Save progress
Credit cards	20%	20%	Paperless applications, Instant approvals, Save progress
Personal loans	20%	20%	Paperless applications, Instant approvals, Save progress
Online ID Verification	20%	20%	Information used: eg. Email, Mobile, Drivers Licence
Consumer education/tools	20%	10%	Calculators, budgeting advice/tools, online videos
Ease of use	15%	20%	
Website split	35%	15%	Personal, business, agribusiness
Quick links	15%	35%	Rate and fees, calculators, exchange rates
How consumers find products	30%	40%	Direct links, need-based links
Transparency	20%	10%	All fees listed, PDS available online, direct link to PDS
Online help	15%	15%	Online chat, phone-back, email
Web 2.0 public interaction	5%	5%	Active Twitter/Facebook account, response team available
Location services	5%	20%	ATM/branch by postcode or address

Customer Satisfaction

Applies only to Bank of the Year – Online Banking

Customer satisfaction results are based on Canstar Blue's Most Satisfied Customers Award – Banks, where respondents with one or more financial products assessed their overall experience in the following services:

- Internet banking
- Mobile banking

The average response for both categories is taken into consideration with the highest average score receiving a full score and it is weighted as follows:



How often are products reviewed for awards or star ratings purposes?

Awards are fully recalculated every 12 months, based on the latest submissions from each institution. CANSTAR also monitors changes on an ongoing basis.

Does CANSTAR rate all products available in the market?

We endeavour to include the majority of product providers in the market and to compare the product features most relevant to consumers in our ratings and awards. However this process is not always possible and it may be that not every product in the market is included nor every feature compared that is relevant to you.

Does CANSTAR rate other product areas?

CANSTAR researches, compares and rates the suite of banking and insurance products listed below. These star ratings and awards use similar methodologies to guarantee quality, consistency and transparency. Results are freely available to consumers, who use the star ratings as a guide to product excellence. The use of similar star ratings logos also builds consumer recognition of quality products across all categories. Access the CANSTAR website at www.canstar.com.au if you would like to view the latest star ratings and awards reports of interest.



- Account-based pensions
- Business life insurance
- Deposit accounts
- Health insurance
- Life insurance
- Online banking
- Personal loans
- Term deposits
- Youth banking
- Agribusiness
- Car insurance
- Direct life insurance
- Home & Contents
- Managed investments
- Online share trading
- Reward programs
- Travel insurance
- Business banking
- Credit cards
- First home buyer
- Home loans
- Margin lending
- Package banking
- Superannuation
- Travel money cards

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