



# Online & Mobile Banking Awards

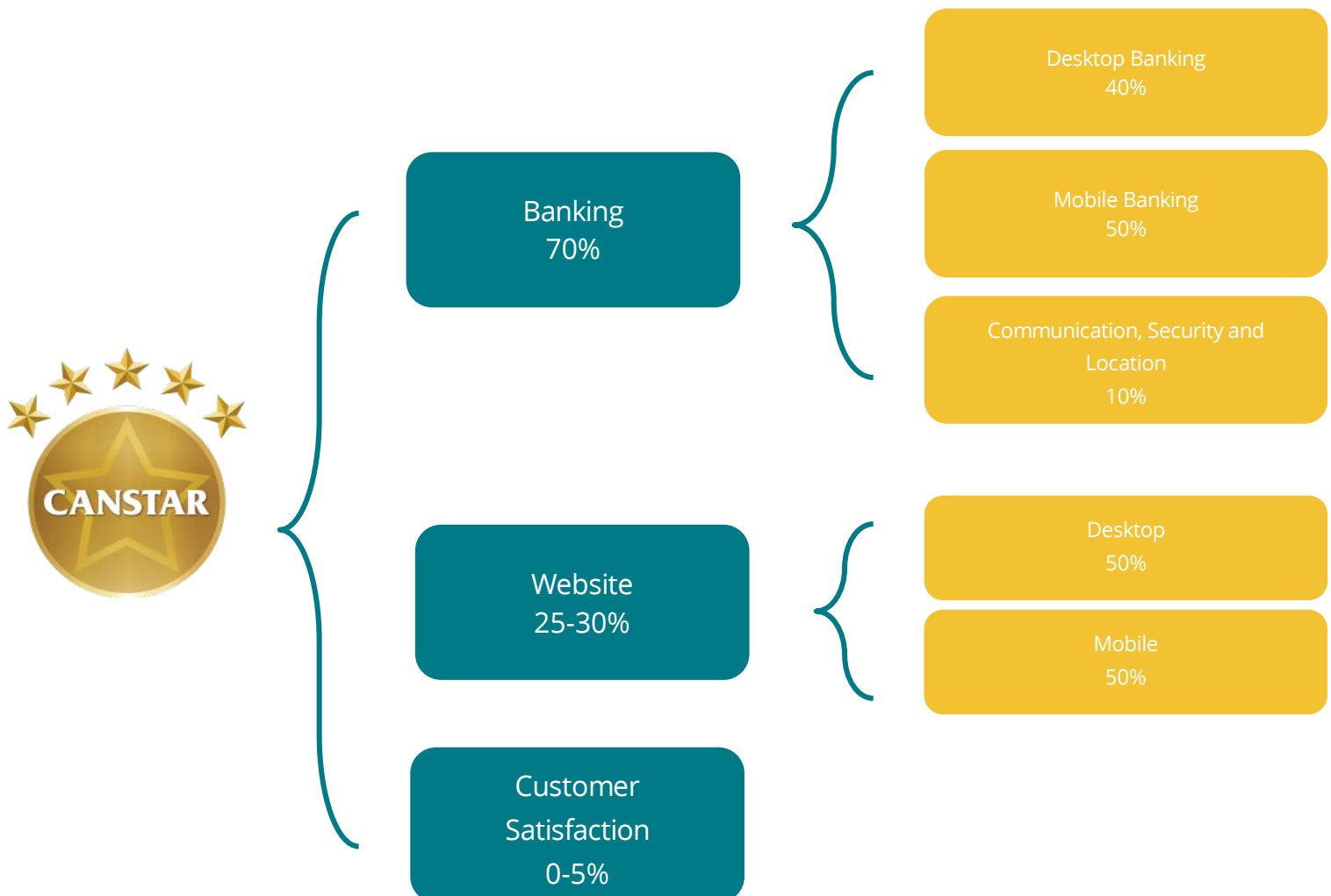
## What are the CANSTAR *Online & Mobile Banking Awards*?

CANSTAR rewards institutions with two Awards: Online Banking and Mobile Banking. The CANSTAR *Online and Mobile Banking Awards* use a sophisticated award methodology unique to CANSTAR that compares the offering of features on both the online and mobile banking platforms across Australia. The two awards aim to recognise institutions who offer quality online and mobile services to further enhance customer experience.

CANSTAR's Online and Mobile Banking Awards 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 or Mobile Banking Award.

## How is the CANSTAR *Online Banking Award* calculated?

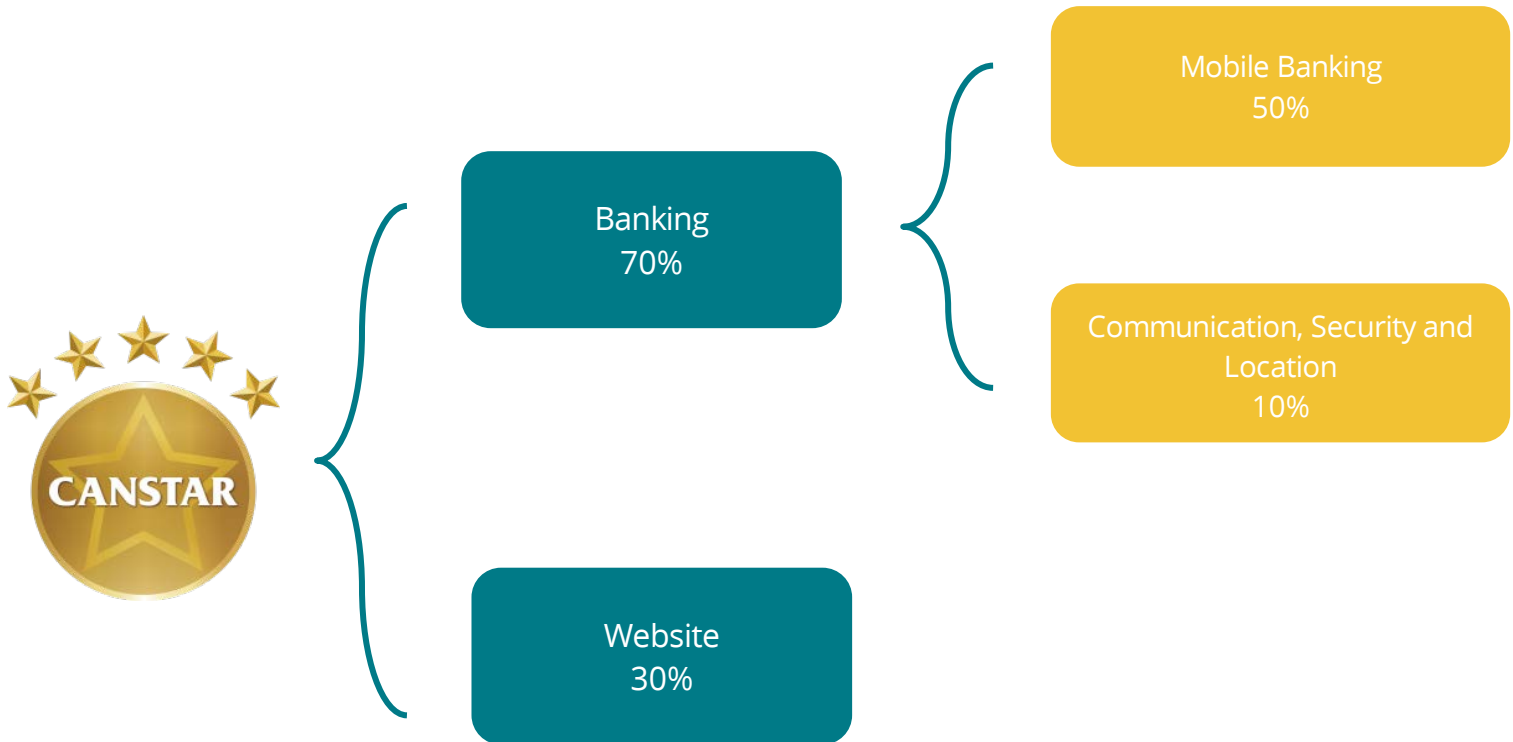
Each of the institution's online banking platforms will be reviewed for the *CANSTAR Online Banking Award*. Category weights are assigned appropriately depending on its level of importance across three components to arrive at the total score.



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

### How is the CANSTAR *Mobile Banking Award* calculated?

Each of the institution's mobile banking platforms will be reviewed for the *CANSTAR Mobile Banking Award*. Category weights are assigned appropriately depending on its level of importance across two components to arrive at the total score.



Profile	Banking	Website
Bank	70%	30%
Customer Owned Institution	70%	30%

### Categories Assessed

CANSTAR collects over 300 different features on the online capability of Australian institutions. The main areas of consideration are Banking (transactional ability of both desktop and mobile banking), Website (features available through the website) and Customer Satisfaction (overall user experience with an institution's internet and mobile banking platforms).



## Banking

Banking considers the features and transactional ability of both desktop and mobile banking. While desktop banking looks at features and transactions made from desktop computer, mobile banking captures the availability of features or transactions that can be made from a mobile application. Weights are split 40% towards Desktop and 50% towards Mobile.

Feature Category	Desktop	Mobile	Examples of data captured
Banking and other Services	40%	60%	
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%	
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%	15%	Change personal details, Personalisation, Modify limits
Product Applications	10%	10%	Product applications through login

## Communication, Security and Location

Communication/Security and Location captures features within the internet banking platform for both desktop and mobile that do not involve transactions. While help channels and applicable security measures apply to both desktop and mobile, the availability of some features such as availability of applications on different devices and location services apply for mobile only.

Feature Category	Weight	Examples of data captured
Alerts	30%	Email/SMS Alerts/Push
Help	20%	Online chat, Phone-back, Secure mail
Security	20%	Extended CV Certificate, Secondary Authentication
Availability	10%	iPhone, Android, Mobile optimised website
Location Services	20%	ATM and Branch Locator



## Website

The Website section considers features available through the institution's website. This includes the application process across four popular products (home loans, deposit account, credit cards and personal loans) where customers (existing and new) can apply through the website. This section also looks at what tools and calculators are available, online help and ATM and branch locators. Weights are split evenly between the overall score for Desktop and Mobile.

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: e.g. 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 & 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

Customer Satisfaction scores apply only to Bank of the Year – Online Banking Award

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

- Internet Banking
- Mobile Banking



### 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. However, this process is not always possible and it may be that not every product in the market is included in the rating nor every feature compared that is relevant to you.

### How often are products reviewed for award purposes?

This award is recalculated every 12 months, based on the latest submissions from each institution. CANSTAR also monitors changes on an ongoing basis.

### Does CANSTAR rate other product areas?

CANSTAR researches, compares and rates the suite of banking and insurance products listed below. These star ratings 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. Please access the CANSTAR website at [www.canstar.com.au](http://www.canstar.com.au) if you would like to view the latest star ratings reports of interest.



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

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