CAPTURING CUSTOMER ATTENTION

› ANZ Margin Lending Charter Solution

CASE STUDY

FACTS

ANZ Margin Lending sought to improve the functionality of their statements, introduce targeted messages and improve postage discounts.

CRITICAL ACTION

ANZ worked colloboratively with Computershare to create a new intuitive graphic layout for its statement communications, using colour to highlight key areas, improve readability and to create a more aesthetically pleasing document.

The new design also enabled ANZ to introduce variable marketing messages to more readily capture customer attention and cross-sell other products.

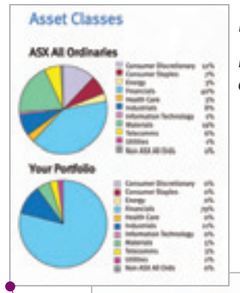
RESULTS

The new statement improved production, postal savings and reduced the number of internal operational errors, whilst the more aesthetically pleasing design and improved readability earned positive feedback from customers.

Before Charter

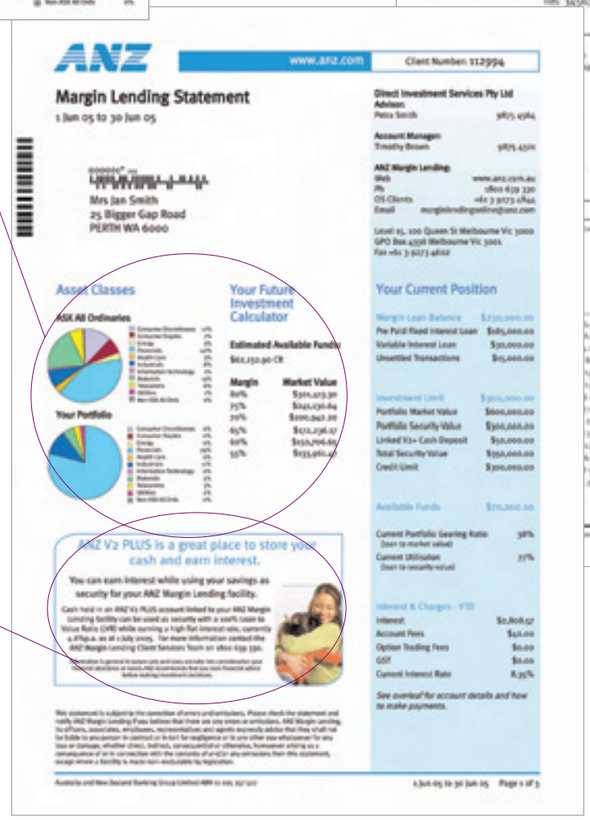
After

charter



Demonstrate value

Full colour graphs bring clarity



Value-add customer offer

Full colour targeted messages