WESTPAC’S EVERYWHERE BANKING STRATEGY DELIVERS INSTANT CARD SERVICES TO RURAL COMMUNITIES

CHALLENGE: Enhance Westpac Pacific’s customer experience by issuing new debit cards with a scalable and secure solution throughout its 51 branches.

SOLUTION: An instant issuance strategy featuring Datacard® CardWizard® issuance software and the Datacard® FP65i™ Financial Card Printer.

RESULTS: Westpac Pacific has taken another step toward its Everywhere Banking strategy to reach out and better serve local communities in one of the world’s most remote regions, where the majority of people live in villages that are great distances from urban centres and bank branches.

CUSTOMER PROFILE
Westpac Pacific provides banking and financial services to consumer, business and government customers in Cook Islands, Fiji, Papua New Guinea, Samoa, Solomon Islands, Tonga and Vanuatu. Globally recognized for its social, environmental and economic leadership, Westpac Pacific strives to make a difference in the communities it serves. It provides services to more than 450,000 customers and employs more than 1,100 people in Sydney, Australia and seven South Pacific islands.
Long-Standing History
Westpac has been represented in the Pacific since 1901 when the bank opened a branch in Suva, Fiji – and it was the first bank in Papua New Guinea providing service to over 450,000 customers. The Bank offers a complete range of retail and business banking/commercial products with the goal of improving the wealth of Pacific communities through superior financial services.

Meeting Customer Expectations
In the Pacific, there is a large population that lives in villages away from regional centers where most of the Westpac branches are located. It is a costly inconvenience for customers to travel to town to collect their Handycard – a debit card which is Westpac’s most popular card.

“We had a situation where a customer would call a branch to open a new account, and it could take up to two weeks for that customer to obtain a Handycard because the cards had to be printed in Australia. Not only is this an unacceptable delay in delivering a core product, but it also meant that the customer was required to call the branch twice to complete the transaction,” said Col McRae, head of operations for Westpac Pacific.

Westpac Pacific believes that solving their customers’ problems is vital to their business so they decided to launch an instant issuance program that would enable their customers to sign up for a bank account and receive their cards immediately.

“Customer feedback was also very clear that it was extremely important for them to have their name on the card. This meant that a preprinted card really did not provide customers with what they needed, nor with the sense of belonging to the Westpac brand. With the Datacard® instant issuance solution we were able to meet these requirements,” said McRae.

Reaching the Unbanked
In December 2013, the Bank rolled out their instant issuance services in Fiji and Papua New Guinea and they remain the only bank in the Pacific with this offering. With this program, Westpac Pacific’s Everywhere Banking teams travel to rural and remote communities, many of which lack access to financial services. Westpac Pacific’s teams then roll out the instant issuance service, allowing new customers to open accounts and receive their PINs and cards immediately. The service is aimed at the many Islanders who lack access to banking.

“It’s estimated that in some countries, less than 10% of people have access to financial services,” said Greg Pawson, general manager for Westpac Pacific. “It follows that we’d like to reach as many people with this card service as we can.”

The instant issuance card service is complemented by Westpac Pacific’s comprehensive and free financial education courses, which teach communities to responsibly budget and save to reach their financial goals.
Featured Products

- Datacard® FP65i™ financial card printer provides Westpac Pacific the flexibility to issue cards anywhere, anytime to meet the needs of its customers in remote areas and convert the unbanked into new customers.

- Datacard® CardWizard® issuance software utilizes leading data preparation and personalization solutions, enables secure and affordable issuance of multiple form factors, streamlines the issuance process and makes implementation fast and efficient.

Convenient, Accessible In-Store Banking

The story does not end there, however. Since a large portion of customers who benefit from Westpac Pacific's instant issuance card service are based far away from major centers, it's critical that the ability to conduct banking transactions anytime is brought to their doorstep.

That's where in-store banking comes in — a service that allows customers to check balances, pay bills, withdraw, deposit and transfer funds from Westpac Pacific accounts, from a Westpac EFTPOS machine at a local merchant — often a small village store.

"In-store banking means those living away from a Westpac Pacific branch can still do their banking easily and efficiently, simply by banking where they shop," said Pawson. "We've opened more than 50 in-store branches already, and we plan to launch several more by 2014."

"Together, our instant issuance cards and in-store banking initiatives fulfill what Everywhere Banking is all about," Pawson adds. "We're all about bringing outside bank branches in the Pacific and reaching out to people who want and need to bank anywhere, anytime."