

Corporates just want to be understood

(13th September 2010 – Australia) Nearly two-thirds of Australian corporates have said that the single most important improvement wanted from their transaction bank is a better understanding of their needs or industry, according to East & Partners' latest Australian Corporate Transaction Banking Market report.

- the number of corporate enterprises saying an improvement is wanted in a banks' understanding of their needs has grown by over 100 percent during the past five years
- over the same time period, the number of corporates reporting that an improvement is wanted in the way their transaction bank understands their industry has also significantly increased

In sharp contrast to this, business customers are no longer placing as much importance on their technology needs. Since August 2005, the number of customers nominating 'enhanced internet banking features' as the single most important improvement wanted in transaction banking has declined by over 90 percent.

About East & Partners' Australian Corporate TB Markets Program

A six monthly demand research service focussed on the A\$20-340 million turnover "middle market". The program interviews a structured sample of over 800 enterprises producing key metrics including market share, service engagement and customer satisfaction, bank-by-bank for cash management, payments, receivables, trade and e-banking products.

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