



DESIGNING BANKING FOR LIFE

Effortless. Connected. Empowering.

Michelle Sherwood
Executive, Digital, NAB Personal Bank



DESIGNING FOR HOW PEOPLE LIVE



Banking is a huge part of life.
That's why it should be designed
around people and how they live.



\$4.6 trillion
assets

held by Australian ADIs

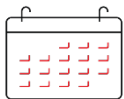


\$140 billion
contributed

to GDP by financial
services sector



9 million
customers



160 years
backing

people, communities
and businesses



\$2.4 billion
to support

our customers
during COVID



\$42.1 million
contributed

to our communities
in 2020



NEW WAYS OF LIVING. NEW WAYS OF BANKING.

COVID-19 has accelerated the digital revolution and changed the face of banking.

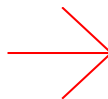
Remote living & reduced 'touch' resulting in:

Dramatic decrease in
cash use:
down 46%
in 13 years

Dramatic increase
in mobile banking
53%
bank on a
smartphone

50%
of our digitally
active customers
use mobile
exclusively
for banking

**More online
services**
– customers need
to find info and
get in touch with
us more easily



Customers needed to do more online (self-service in app)

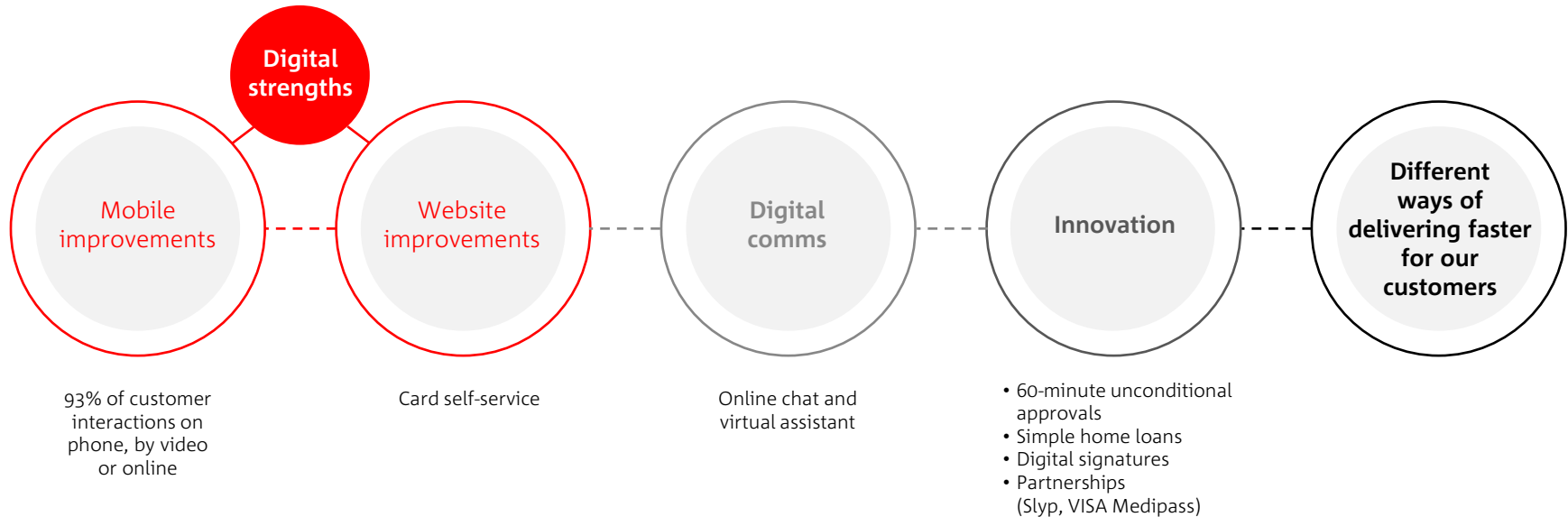
Customers need
to communicate with
us in a different way:
Zoom boom
– huge increase in Zoom
and FaceTime
appointments...and in
Zoom's share price

New ways of
living/banking came:
**QR codes are
the new norm**
– payment via quick code link
**15 million SMEs
in China** accept QR code
payments from Alipay

ADAPTING TO CHANGE



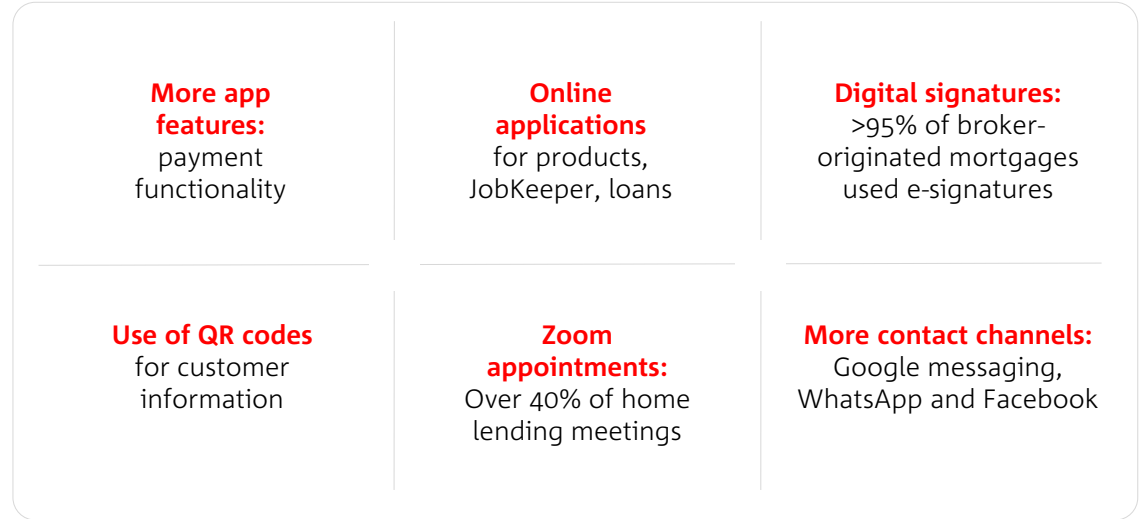
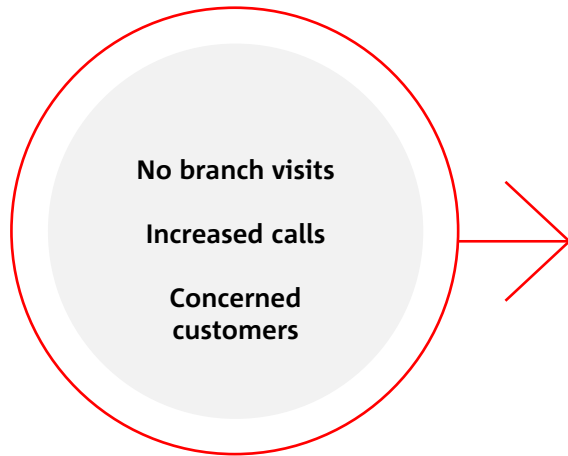
Leaning into digital – and evolving with the market.



DIGITAL ACCELERATION

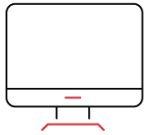


How changes in behaviour shaped our approach to banking.



INNOVATING AS A WAY OF LIFE

Evolution happened for our customers – and for us.



First Australian bank
to offer banking
controls via app



**45% increase in
conversations**
in virtual assistant



First Australian bank
to introduce Google
business messaging



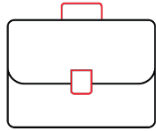
30,000 employees
working from home
within 3 weeks



WHAT'S NEXT



Designing for the customer is now our new norm. The next wave of innovation looks like this.



What we are doing



**Boosting the
NAB app**

Two-way
communications
and
correspondence

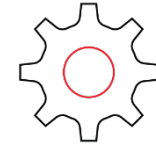


**Boosting
personalisation**

Smart, intuitive
nudges for day-to-
day banking



**Staying
secure**



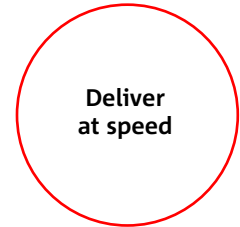
How we are doing it



**Continue
to be
customer
obsessed**



**Insights
driven**

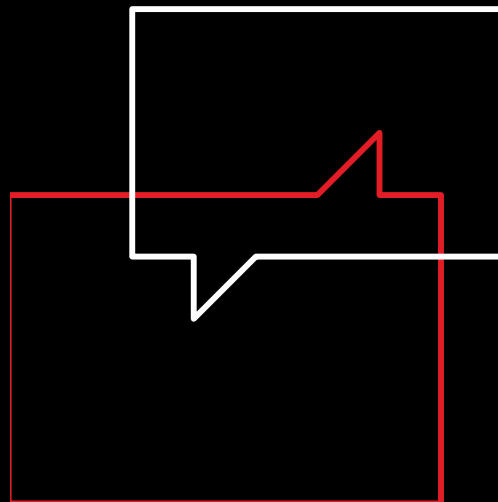


**Deliver
at speed**



nab

THANK YOU



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