

ANZ case study

What ANZ staff are saying:

"WoW! has unleashed energy and passion for the ANZ brand in our business"

"The aspirational measures help us understand what we are aiming for and how I contribute"

"It's the simple things delivered all the time which mean **WoW!**"

"I've noticed increased communication and people working together across the business"

"It's great we're looking at this from the customer point of view"

"When asked where I work I am now happy to say ANZ, a little while ago I said I worked for a bank".



Getting ANZ On-Brand: our experience



"In 2003, ANZ recognised its retail banking business had weakened its relationship with its customers, following a prolonged year of restructuring.

"By 2005, ANZ was well on its way to completing a programme of performance improvement projects. The challenge was then to embed and accelerate the momentum that had been achieved in our business.

"ANZ executives took the opportunity to step away from the business, to examine our brand and the keys to a successful turnaround. Paul Stewart, Director TMI New Zealand, was engaged to lead and guide us through these stages to help us find ANZ's unique identity.

"And so **WoW!** was born. **WoW!** is a fresh approach to aligning our business strategy, our brand and the ANZ Customer experience. Is what we do for our customers the same as what we promise customers? Paul's Branded Customer Service framework provided the guide-rails that underpin the development of the unique **WoW!** Initiative.

"**WoW!** is a journey with a difference for ANZ. Instead of leading us in a new direction, **WoW!** builds on our existing strengths, hard work and achievements of the past years. With these as our foundation, we have the momentum for future success.

"**WoW!** has become an integrated and key part of our brand and business strategy. **WoW!** is unconventional. ANZ arrived at this unconventional approach through TMI continually challenging our thinking and setting our executive team stretching aspirations. TMI achieved this through a mixture of both 'real-life' examples from their business experience and appropriate consulting models and tools. TMI has brought energy, passion and perseverance to make **WoW!** work in ANZ. TMI has invested time and energy to get to 'know us' and to develop an understanding of our business and our people.

"TMI continues to act as mentors, coaches and advisors to the **WoW!** initiative and they are key executives involved in the strategy. **WoW!** is an emergent strategy and is one that needs ongoing refinement. We will continue to seek out and value TMI's opinion and wisdom as we move forward with **WoW!** and getting our business On-Brand.

"Our results to date have surpassed our expectations and this is a tribute to TMI's guidance and leadership through the development and initial phases of **WoW!** and the quality of thinking and research that has gone into Branded Customer Service."

Steven Fyfe Managing Director,
ANZ Retail Banking. July 2006

