

Bankwest launches new website

Media Release

Brings online shopping inspired tools to its new look website

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Bankwest has launched its new look website at its online home bankwest.com.au that encompasses a number of firsts for a financial services website as well as some unique online tools. This includes a powerful search function and a simple, more satisfying online browsing experience inspired by online shopping sites.

The site utilises functionality that is reflective of online shopping sites and not seen elsewhere in the financial services industry.

Bankwest Retail Chief Executive Vittoria Shortt said, "The new website offers customers a range of tools to help them select, compare and apply for products online. The website includes shopping basket type functionality, filtering capabilities, user generated comparison charts and ways to save and share selections."

Bankwest's new online search tool is also a first of its kind for banks in Australia. It takes visitors to where they want to go in one easy click. Like other search engines, it predicts popular search terms and suggests keyword matches as users type. The difference is in the suggestion results, rather than recommending alternative keywords, the tool suggests direct links to relevant information and services covering the entire site.

"Consumers are increasingly tech-savvy so we have invested considerable time into making the website as user friendly and satisfying as possible."

"We've looked at the best websites beyond financial services and used this to benchmark ourselves. We've simplified online research for customers and given them the rich experience they expect from the best sites online whilst also maintaining our unique Bankwest brand," Ms Shortt said.

As a result, some elements of the original website have remained unchanged.

"We know that 85 per cent of users go to our website to log onto online banking, so we have made that a priority to remain as accessible and secure as possible. We're also aware that for everyone else visiting the site to find information, get help or to self-serve, it was important that the site is a simple and engaging destination."

“Along with a clean and uncluttered design there are images that reflect who we are at Bankwest. They’re honest, real, happy photos largely contributed by our staff, because we’re like-minded people who genuinely enjoy talking to our customers about their everyday finances.”

The result is a site that is clean and intuitive with subtle personalisation to ensure that the most relevant information and tools are offered.

“As part of Bankwest’s ‘Happy Banking’ initiative we are in the process of rejuvenating 100-plus stores across Australia. There is a lot happening at Bankwest and the new website is a big part of this.”

The new website has also coincided with the launch of a new iPhone application enabling customers to use the most popular features of personal and business online banking. It is downloadable from the iTunes app store for free.

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