



NAB first Australian bank to launch Google+ page

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National Australia Bank has today launched a company profile on Google+, where its social media team will provide support to customers.

NAB created its social media team in August 2010 and has since built a community of over 24,000 people on Twitter and Facebook, and had over 1.3 million views of YouTube videos.

Chris Smith, General Manager of Digital says NAB is committed to acting quickly on customer preferences in social media, as they rapidly evolve.

"We're determined to stay ahead of the curve, so we can reach out to customers and provide support, in their channel of choice.

"It's another way can build stronger relationships, improve overall customer service - and help them manage their money better," he said.

NAB has also used social media to update customers in real-time about breaking news, events and announcements.

The NAB 'break-up' campaign launched on Twitter in February, with a Tweet saying "Soooo stressed out. Have to make a tough decision and I know I'll probably hurt someone's feelings. Arrrgggh".

Over the following week, the news that NAB had 'broken up' with the other banks reached approximately 1.6 million people, according to analysis commissioned by NAB.

Chris says NAB will be watching Google+ closely and will use it as an opportunity to experiment with its social media presence.

"We'll be looking at how we can use Google+ Circles to segment our audiences and deliver more relevant content to different groups, with different needs and interests – and to have richer two-way conversations using Hangouts," he said.

Check out NAB's Google+ page at <https://plus.google.com/113563644525302634808>.

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