
new Which / Bank

Sales and Service Update

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Retail Service and Sales

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Disclaimer

The material that follows is a presentation of general background information about the Bank's activities current at the date of the presentation, 11 June 2004. It is information given in summary form and does not purport to be complete. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. These should be considered, with or without professional advice when deciding if an investment is appropriate.



Speaker's Notes

- Speaker's notes for this presentation are attached below each slide.
- To access them, you may need to save the slides in PowerPoint and view/print in "notes view."

We are making good progress on key customer, people and process initiatives

Customer

- Service and Sales Management
- CommSee

People

- Performance Culture Program

Process

- World Class Processing Principles (CommWay)
- Home Loan End to End



Service and Sales Management

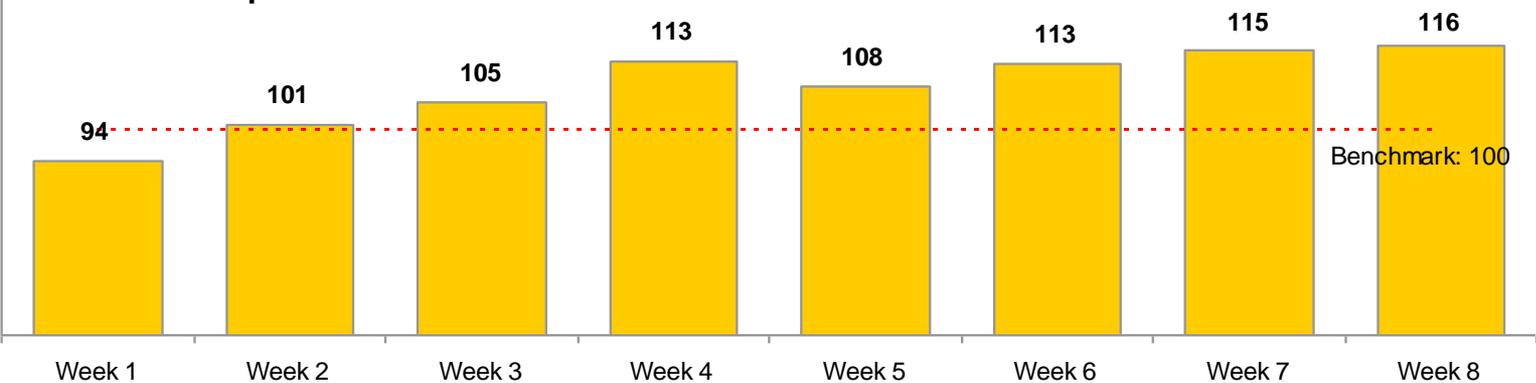
- Service and sales meeting each week for all staff
- Training is tailored for specific client segments
- Bank-wide approach to referrals
- Service and sales processes reinforced through measurement, incentives, reporting, awards and recognition



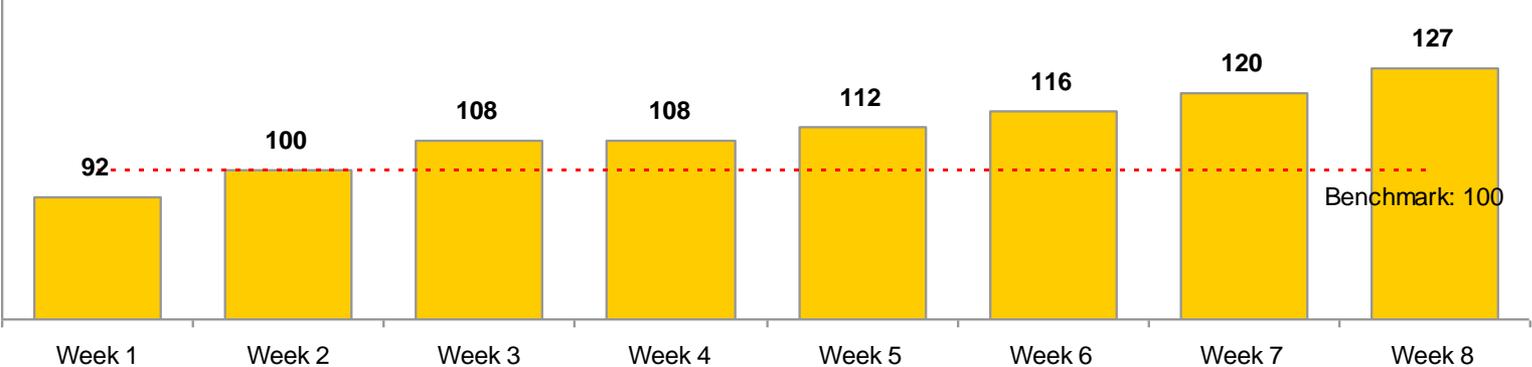
Service and Sales Management

Results of national retail implementation

Product Sales per Staff Member



Cross Sales Ratio*



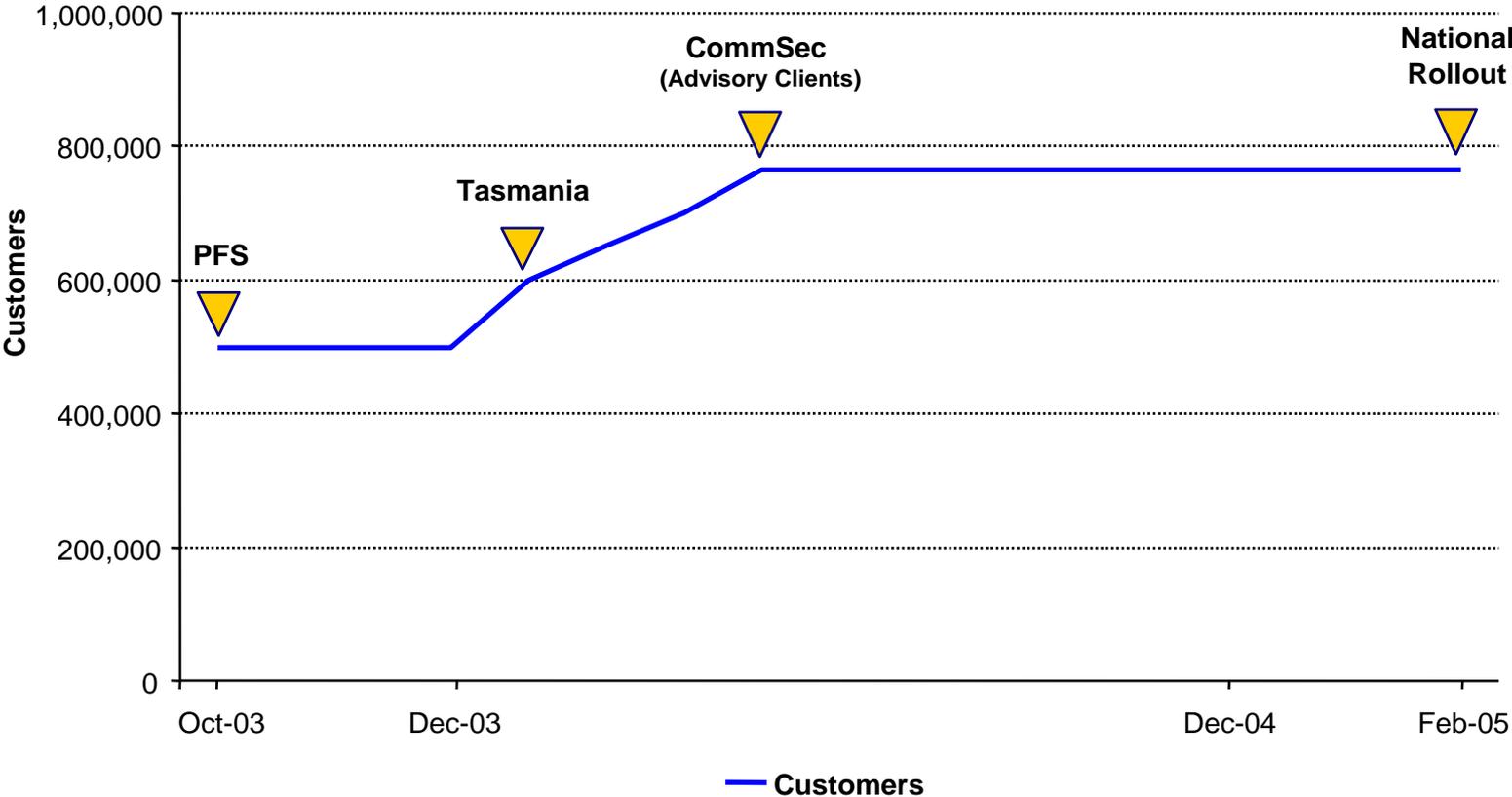
* Cross sales ratio is a measure based on the number of additional products at the opening of a new Transaction or Savings account.

CommSee

- CommSee chosen as Bank-wide service and sales solution
- Prototype went live in Tasmania in February
- Staff and customers are positive
 - signatures and documents imaged
 - all customer interactions recorded
 - leads and referrals tracked
- Developing a new unified front end platform
- Prototype will continue through 2004, with national implementation starting early 2005

CommSee

Rapid Implementation Schedule



Performance Culture Program

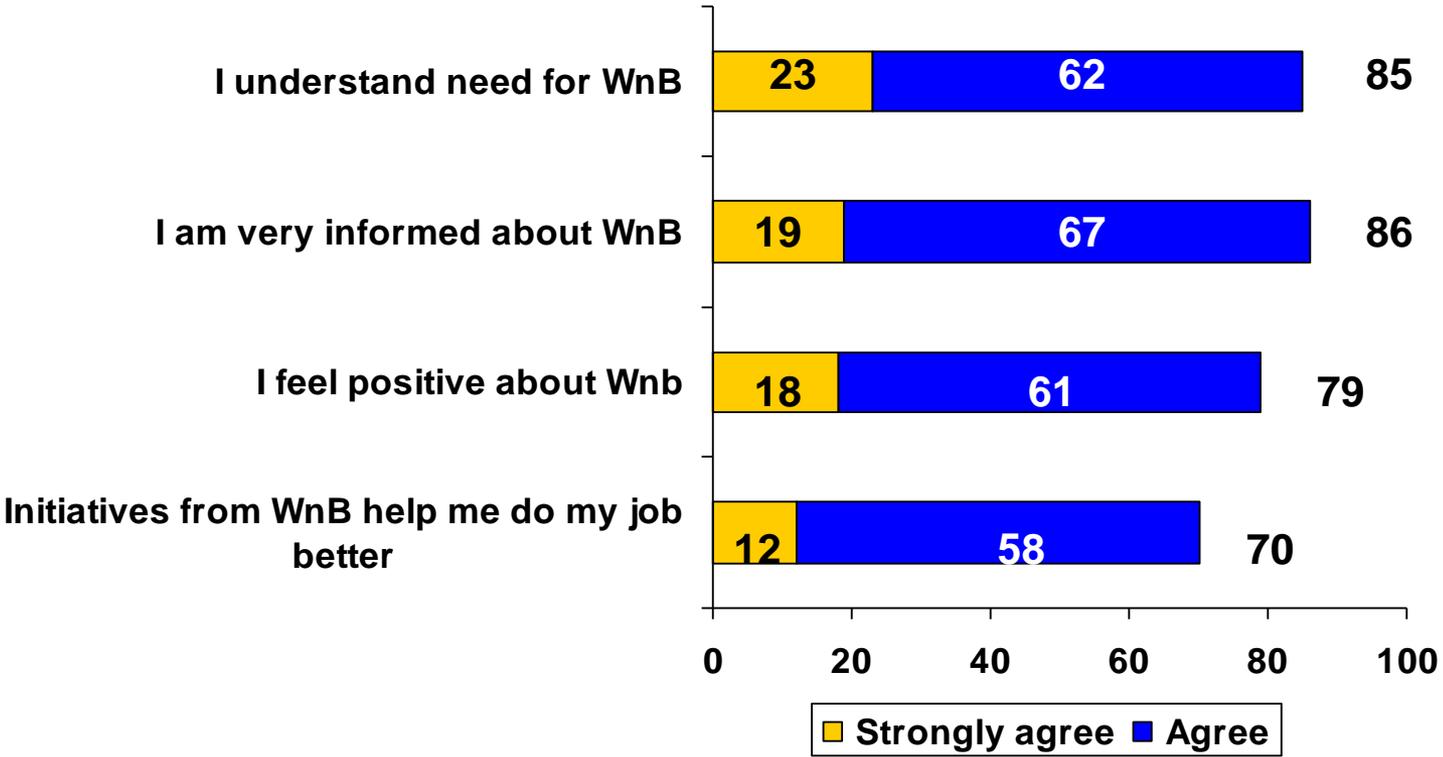
Six Fundamental Principles:

- Providing clear and decisive leadership
- Empowering people and making them accountable
- Encouraging learning and growing to develop our people
- Promoting trust and team spirit
- Demonstrating discipline and excellence in everything we do
- Creating an environment based on challenge and innovation



Performance Culture Program

Staff are positive about Which new Bank



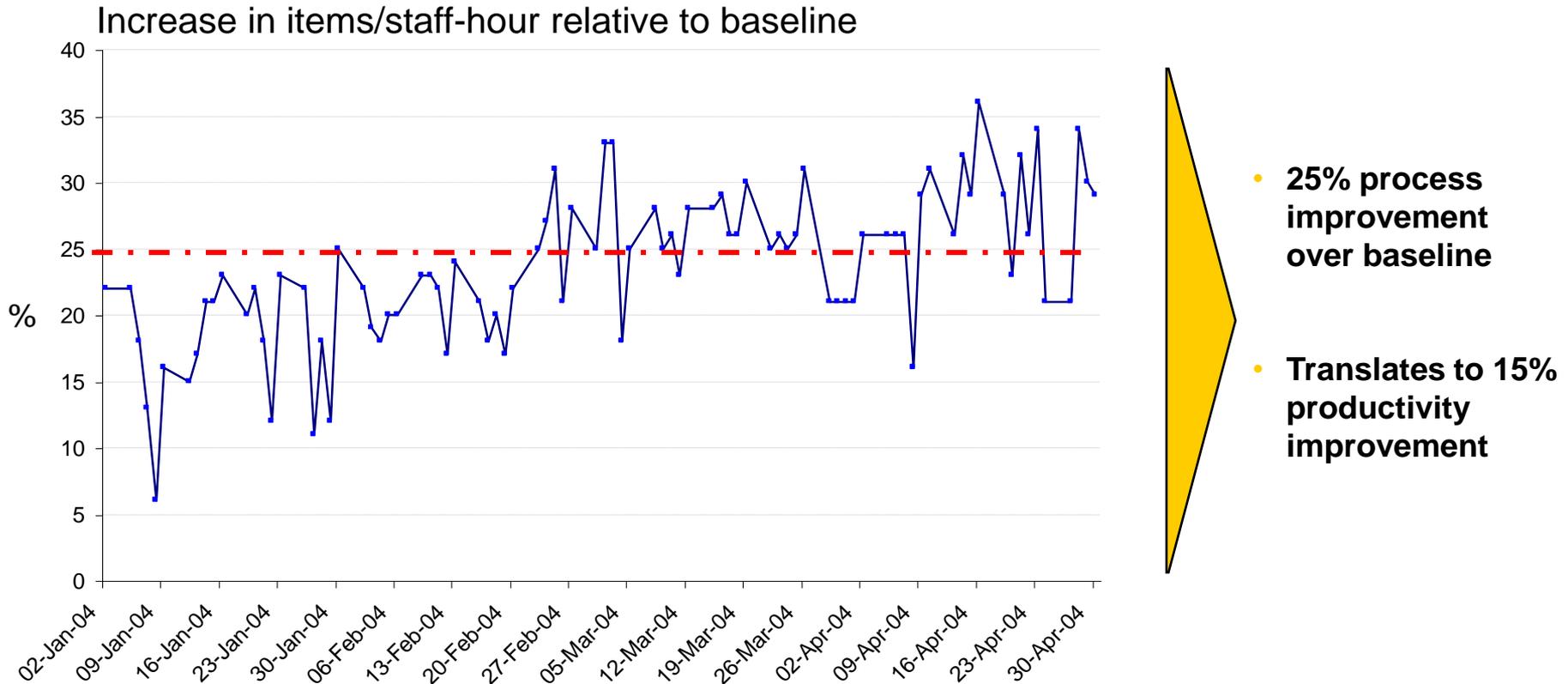
Source: Staff Survey May

World Class Processing (CommWay)

- Developed a CBA-owned, permanent approach to continuous improvement of processes and operations
- Combines proven business improvement elements from Six Sigma & Lean Processing methodologies
- Five pilots in operation across the Bank
- Initial focus on volume processes with direct customer impacts
- Staff training an integral part of the program

World Class Processing (CommWay)

Day 1 cheque processing: Sydney



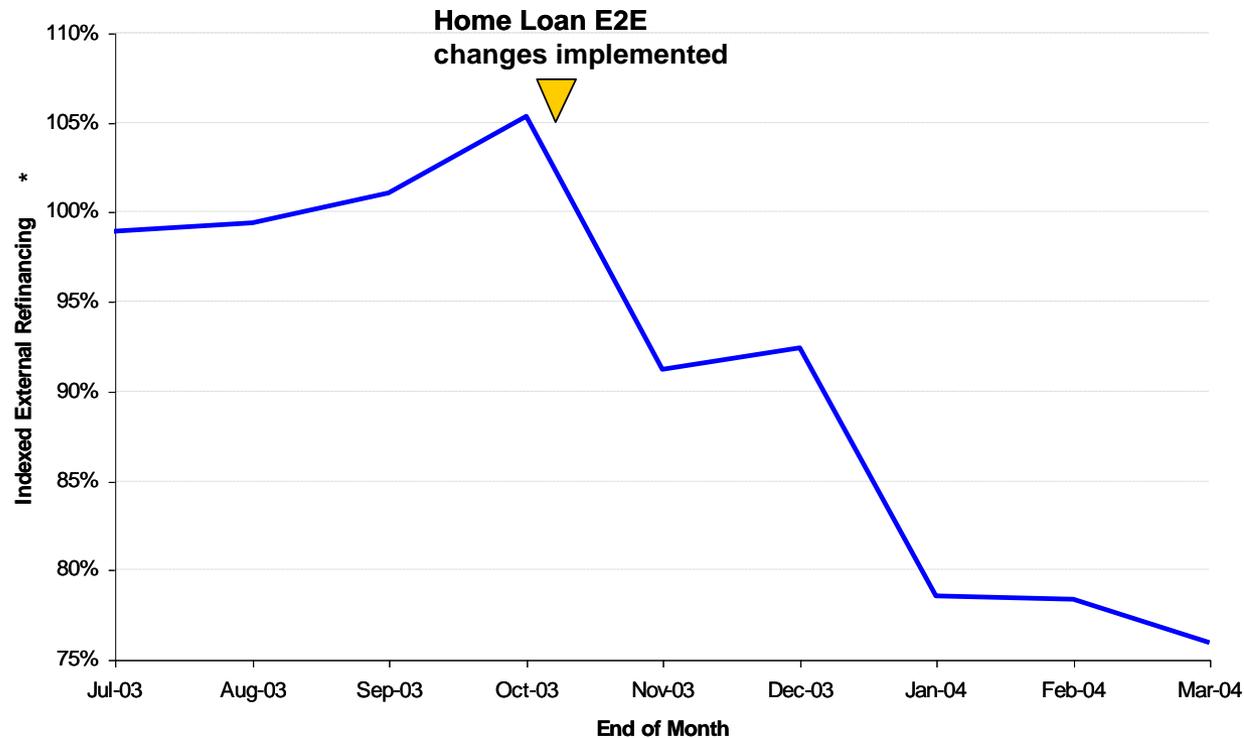
Source: CBA Operations Processing Centre data

Home Loan End to End

- Significant processing, turnaround and service improvements
- Forthcoming changes focused on back end processing
- Enhanced service offering through recent product changes
- Improvements underpinning increased customer loyalty

Home Loan End to End

Seasonally adjusted external refinancing runoff



*Indexed to average of 6 months to end of October 2003.



Strength of relationship is increasing

