



## Media Release

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### **ANZ makes switching easier for business customers**

ANZ today announced the introduction of 'ANZ OneSwitch', a new service to make it easier for business customers to switch their transaction banking to ANZ.

ANZ General Manager, Business Banking, Jeremy Dean said: "ANZ OneSwitch is all about making it easier to bank with ANZ. Business customers can now switch their transaction banking easily in one week, signing only one application form and dealing with only one business banker."

"ANZ OneSwitch is a great example of our focus on making sure we are easy to do business with and that we offer our customers what they really want.

"We've listened to customer research and feedback which shows switching banks can be a long and frustrating process. Therefore we've designed ANZ OneSwitch from the customers' point of view, and made switching to ANZ a faster and simpler experience," said Mr Dean.

Mr Dean also said that it's critical for banks to find better and more innovative ways to improve their service to business customers.

"It is essential we find new and different ways to help improve our customers' business, particularly in today's uncertain economic environment. Introducing ANZ OneSwitch is an important step in making it easier for our customers, but it also allows them more time to focus on what they do best, and that's running their business," said Mr Dean.

After successful trials in Victoria, South Australia and Tasmania, ANZ OneSwitch will launch nationally to businesses with a turnover of more than \$5 million in October 2011.

For media enquiries contact:

Emily Kinnear  
Media Relations Advisor  
Tel: 03 8654 3540 or 0478 401 280  
Email: [emily.kinnear@anz.com](mailto:emily.kinnear@anz.com)