



Online banking rockets upwards

(2 July 2010 – Australia) Business customers continue to embrace online business banking as a method of interaction with their primary banking provider, according to the latest edition of East & Partners' Business Banking Customer Satisfaction Monitor (BBCSM).

- in November 2007, less than one third of enterprises used online business banking
- in May 2010, this number has dramatically increased with almost 100 percent of enterprises now using the online channel

Of all the different channels monitored in the BBCSM, online business banking is the most widely used.

However, Product Specialists continue to gain momentum in terms of usage with this channel now overtaking the Relationship Manager to become the second most widely used channel by business customers.

About the East & Partners' Business Banking Customer Satisfaction Monitor

The Business Banking Customer Satisfaction Monitor is based on interviews conducted each month Australia-wide with a structured sample of 850 companies turning over A\$5-500 million per annum, some 10,200 direct interviews with business banking customers annually.

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