

Churn intentions on the up

(16 August 2010 – Australia) East & Partners' latest Australian Corporate Banking Markets report has revealed that the number of Australian corporates considering changing primary banking providers within the next six months is on the rise again.

- The number of corporate enterprises looking to change their current primary business bank doubled between July 2009 and July 2010
- Of those enterprises considering a move, 5.4 percent said they were definitely leaving their provider, while over 25 percent of businesses said a move was highly probable/possible over the next six months

However, churn intention remains some way off the relatively recent highs of 2008, when more than 50 percent of businesses said they were considering changing their primary banking provider.

About East & Partners' Australian Corporate Banking Markets Program

East & Partners' Australian Corporate Banking Markets report is an ongoing six-monthly research service designed to deliver bank market share, wallet share, customer satisfaction, mind share, engagement and churn analysis for banking products among corporate enterprises turning over A\$20-\$340 million per annum.

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