

10 February 2014

Suncorp Bank a finalist in the AIMIA Awards

Suncorp Bank is pleased to announce its website has been recognised as a finalist in the 20th annual AIMIA Awards.

AIMIA is the Digital Industry Association of Australia and recognises the best in digital content and services across various industries in Australia.

Suncorp Bank was recognised as a finalist in the Best of Websites and Online Service – Financial Services a category acknowledging market leading websites in the financial industry.

Suncorp Bank Senior Digital Channel Specialist Sharlene Tan said the team was delighted to be recognised with a national accolade.

“More and more of our customers are accessing the website through their mobile phones, so it was important to get it right,” said Ms Tan.

“In redesigning the mobile-friendly site, we worked with front line staff and tested it with customers along the way.”

Suncorp Bank’s website was particularly recognised for its innovative design and online experience for its customers.

“While we’re happy with the positive feedback from our customers we’re constantly looking at ways to improve and this is just the start for us,” Ms Tan said.

The AIMIA Awards recognise the highest standards of excellence in website design and development in Australia. Winners will be announced 3 April 2014.

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Media Enquiries: Anthony Donaghy 0477 315 472

About Suncorp:

Suncorp Group includes leading general insurance, banking, life insurance, superannuation and investment brands in Australia and New Zealand. The Group has around 16,000 employees and relationships with nine million customers. It is a Top 20 ASX listed company with over \$93 billion in assets. Today Suncorp is Australia’s leading regional bank, largest domestic general insurance group, and second largest in New Zealand and has representation in 450 offices, branches and agencies throughout Australia and New Zealand.