



In Branch on-line banking terminals

The Customer

BankWest – Bank of Western Australia Ltd.

The Need

BankWest along with many other banks had developed an on-line banking product and needed a medium to encourage customers to use the product.

The on-line banking product was expected to reduce customer service costs, but could only be effective if generally adopted by the bank's customers.

The Solution

BankWest attempted to deploy Personal Computers in branches to encourage customers to use the on-line banking product. The bank noted limited success in attracting customers to use the PCs and high costs in maintaining the service.

pieNETWORKS designed variants of its standard kiosks to suit the in-branch application. The kiosks carry the bank's branding and are readily identifiable as self service devices.

The company advised the bank on siting considerations and project managed kiosk roll-out. pieNETWORKS continues to provide ongoing monitoring and support for the networks.

The Results

Twent-six kiosks were installed in the first phase of the project. Since then the network has grown to approximately 60 units and the kiosks are now a standard fit-out item for new branch deployments and refurbishments.

The bank recently purchased several kiosks to deploy outside branches – in a mortgage broker's retail outlets – to encourage new business.

Client Feedback

The Bank of Western Australia acknowledged pieNETWORKS contribution to their project in the attached letter.

BankWest

Bank of Western Australia Ltd
ACN 050 494 454

October 26, 2001

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Dear Campbell,

Re: Provision of web terminals for BankWest Branches

Thank you for all the effort you have put in to date to make the rollout to 26 of our branches successful.

I was impressed by your flexible, professional and yet commercially sustainable approach to negotiating a deal that benefits us both.

On occasion I have been pleased that you have done that little bit extra to ensure we stay on track e.g. even though some of our old terminals were still in place when you arrived, you quickly made arrangements to remove them so that time was not wasted.

Your efficiency in installing 3 country sites in the one day exceeded my expectations.

Well done!

I certainly look forwards to continuing to develop our relationship and driving out mutual opportunities.

Please feel free to share this letter with your staff or prospective clients.

Regards,

A handwritten signature in blue ink that reads 'D. Beaumont'. The signature is fluid and includes a long horizontal flourish extending to the right.

David Beaumont

Senior Manager Online Solutions
BankWest Distribution Channels