

BAWAG P.S.K. opens its new electronic branch

“The right product in just three steps”: The newly designed BAWAG P.S.K. web site offers an interactive product and service concept and allows customers to easily and conveniently conclude product agreements online.

BAWAG P.S.K. has launched its new online platform – the electronic branch for at home and on the go – with the goal of making banking business simpler, more efficient and more secure for its customers. Current and potential BAWAG P.S.K. customers will find an entirely new navigation system and an intuitive range of products and services.

The new platform offers modern, simple, interactive, visually appealing and clear access to all of the Bank’s products and services. The information has been restructured, supplemented with quick links to make it easier to find, and is clearly arranged. The product offerings can be accessed in a new, intuitive and easily navigable manner. The redesigned web site was developed together with the agency PKP BBDO and is online now.

Simple, but with numerous new key functions

- **WIZARD and PRODUCT COMPARISON – the support for customers to decide:** The first question visitors are presented with is “What can we do for you?” Current and potential private and business customers can find whatever they are looking for in three steps, by answering three questions that narrow down their needs. Then, under the motto “What fits my needs?”, the user is given up to three suggestions per product category (Account, Saving and Investing, Financing). The suggested products can be compared with each other, providing a clear overview and helping customers in their decision.
- **Online sales:** All products – accounts, savings accounts, loans and credit cards – can be ordered and concluded directly on the new web site. Furthermore, customers have the option of starting the purchase process online and concluding it in any of the over 500 branches throughout Austria. This seamlessly integrates the new online platform with the service and advice provided by the advisors in the branches and by the Customer Care Center.
- **Integration of BAWAG P.S.K. INVEST:** All funds offered by BAWAG P.S.K. INVEST are now included on the new BAWAG P.S.K. web site.
- **Call-back service:** The new web site places a particular focus on responsive functionality. Visitors at the BAWAG P.S.K. web site can contact BAWAG P.S.K. employees through the online purchase process or using the “Arrange Appointment” and “Call Me” buttons. The Customer Care Center will call back the customer when he or she requests this on the site.
- **Quick links:** Numerous new quick links, especially for services, information material and contact addresses, allow users to easily find what they are looking for without having to click through sub pages on the site.

- **Online calculators:** All calculators (household budget calculator, savings calculator, fund savings calculator, loan calculator, pension gap calculator, Western Union calculator, IBAN calculator, exchange rate calculator) can now be accessed with all mobile devices.

Functionality on all devices

In addition to the service-oriented and responsive functions of the new online platform, BAWAG P.S.K. has also placed a particular focus on the optimised display of the site on all mobile devices including laptops, tablets and smart phones. The electronic BAWAG P.S.K. branch for at home and on the go automatically recognises the device being used. Appearance and functions are adapted automatically. Information, products and functions can be accessed anywhere and anytime. In this way, BAWAG P.S.K. – as first major Austrian bank – has set new technical and content standards.

Wolfgang Klein, BAWAG P.S.K.’s Management Board member for Retail and Small Business, comments:

“In continuing the implementation of our multi-channel approach – serving our customers in roughly 500 stationary branches with self-service areas throughout Austria, the Customer Care Center for customer service by telephone, and online banking via eBanking and apps – we have now opened the electronic BAWAG P.S.K. branch for at home and on the go. This innovative step makes it easy for our customers to get the information they need, to conclude service agreements and to order products. Our customers are of course welcome to stop by any one of our 500 Austrian branches whenever they wish to conduct their banking business in person or when they need a personal consultation.”

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