

SUBSCRIBE TO THE PRIVACY BENCHMARK

Next year will see the launch of the full Privacy Benchmark with up to six scenarios and increased call volume.

Benefits: Monitor whether your agents know how to handle privacy queries.

Understand your competitive position

Measure performance in high-pressure, low-frequency situations

Determine training and re-training requirements

**GLOBAL
REVIEWS**

Global Reviews is a research company. We provide insights to improve conversion and retention across all key customer touchpoints. We benchmark Customer Experience, and our Customer Experience Index (CEI) remains the measurement of choice for many of the world's leading organisations.



Information Integrity Solutions (IIS) helps organisations to build trust and privacy into core value propositions for their products and services. IIS is a consultancy with extensive experience in working with government agencies, commercially focused companies and not for profit organisations.

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PRIVACY BENCHMARK: RESPONDING TO CUSTOMER'S QUESTIONS

50% of agents at Australia's banks advised callers to breach their privacy and security policies.

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Only 25% of callers were told legitimate ways to access their partners' account such as by being added as a joint account holder.

Contrary to the National Privacy Principles, no bank consistently provided a name and phone number for making a complaint or explained the complaints process. The industry average for these criteria was less than 3%.

ANZ Bank lead the benchmark overall with a score of 53% when the industry average was 48%.

ANZ was the leading bank in dealing with callers seeking to access their friend's account with a score of 62% against an industry average of 50%.

nab lead the scenario relating to online security and lodging a privacy complaint with a score of 50% against an industry average of 46%.

Agents appeared more uncomfortable with conversations relating to privacy than general banking enquiries. Peter Grist, Managing Partner of Global Reviews, remarked: "We were surprised to see such a different outcome to our usual benchmarking. When the conversation turns to privacy, agents become uncomfortable and customer engagement declines. We were surprised how many agents placed customers on hold or transferred them to another agent to answer what we consider to be basic privacy questions."

PRIVACY BENCHMARK: BANKING

Independent pilot study conducted by customer experience benchmarking firm, Global Reviews, and privacy specialists, Information Integrity Solutions.

160 calls to 8 major banks during first three weeks of November. Twenty calls were made to each of 8 banks:

ANZ Bank, nab, Commonwealth Bank, Westpac Bank, Suncorp, St George, Bank of Queensland & ING Direct.

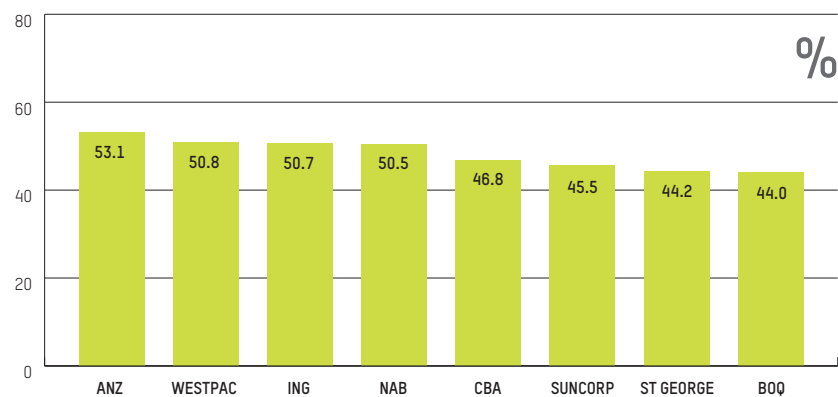
Each call was assessed across 25 objective criteria to determine compliance with bank policies, the National Privacy Principles and the customer experience of the call.

Two scenarios were assessed:

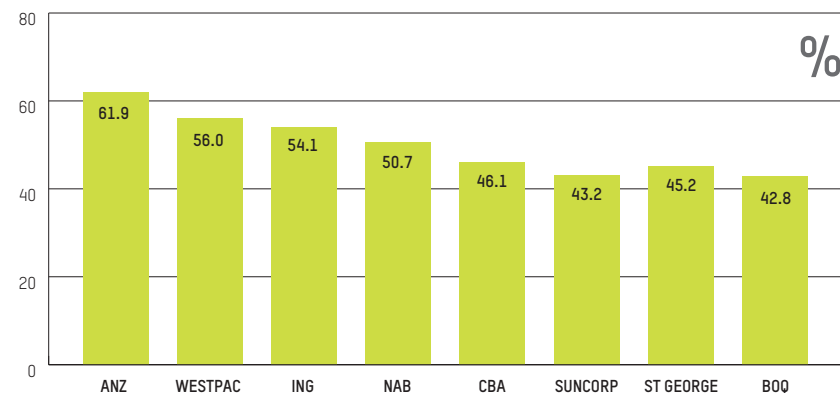
Person trying to access their friend's account so they could transfer money to pay a credit card bill

Query about the personal information captured when they visit the bank's website and how to lodge a complaint for a privacy breach

PILOT PRIVACY BENCHMARK PERFORMANCE



SCENARIO 1: SEEKING ACCESS TO A FRIEND'S ACCOUNT



Each scenario includes assessment of the following:

Policy Knowledge: how well the agent's response complies with best-practice privacy policies and the National Privacy Principles

Provision of Information: how information is delivered and whether it resolves the enquiry

Operator Attitude: agent avoids expressing frustration and avoids the use of unexplained jargon

Call Dynamics: Coherency of the agent and the use of hold or transfers during the call

SCENARIO 2: QUERY ABOUT ONLINE DATA CAPTURE AND LODGING A PRIVACY COMPLAINT

