



PegaWorldiNspire

JUNE 9-11, 2024 | LAS VEGAS

Building a plane while flying: How PegaCDH is driving the ANZ Plus digital coaching experience for financial wellbeing



Karan Mehta

Marketing Technology Lead
ANZ Plus

Our Starting Point In 2020

Increased competition from traditional banks and FinTechs

Deteriorating economics impacting Retail banking industry

Technology landscape is ageing and hard to change

Royal banking commission highlighted lack of control and transparency



Our mission is to build a substantially better Australian bank.

One that provides the tools, support and insights people need to improve their financial wellbeing.



Spend less
than you earn

Put money aside
for a rainy day

Save regularly
towards your goals

Protect
what you can't afford to lose

Borrow
within your means

Pay
your most expensive debt first

Build
towards your retirement

Invest
in things that grow

Give
what you can

ANZ Plus Objectives

A small number
of **purpose-led**
propositions

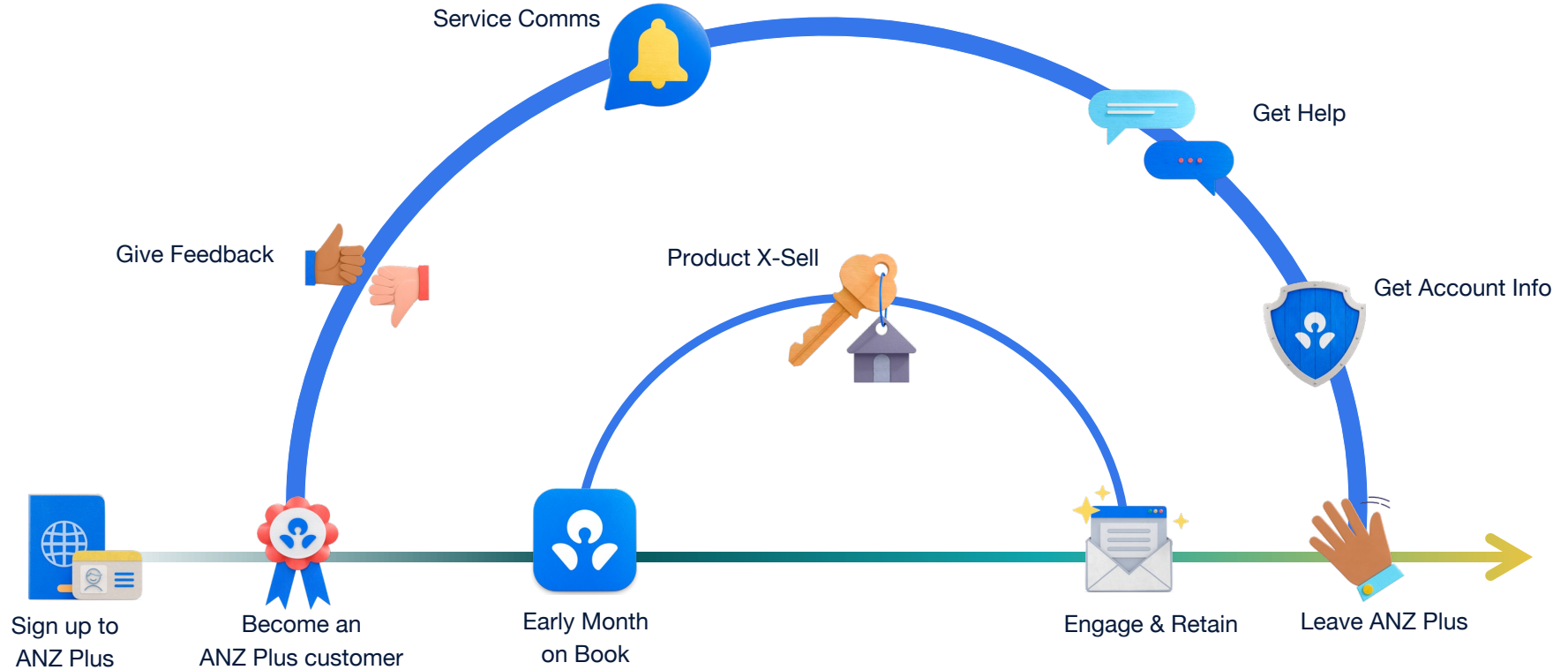
A **mobile-first,**
human
supported
distribution
model

A **simplified,**
high integrity,
highly
automated
digital platform

A **customer**
centric culture
and leading
workplace

A **purpose-driven and customer-centric** delivery culture

Re-imagined Customer Communication Strategy

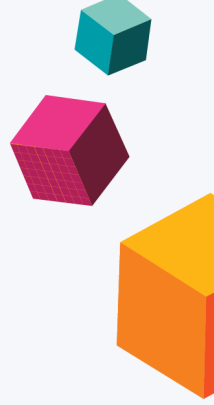
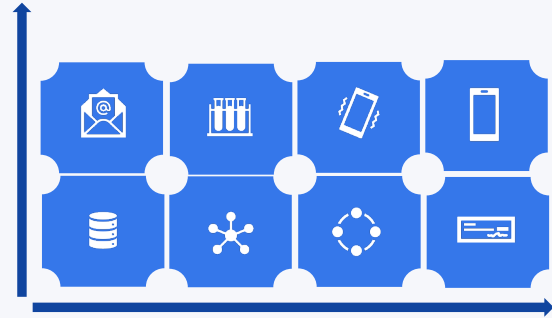


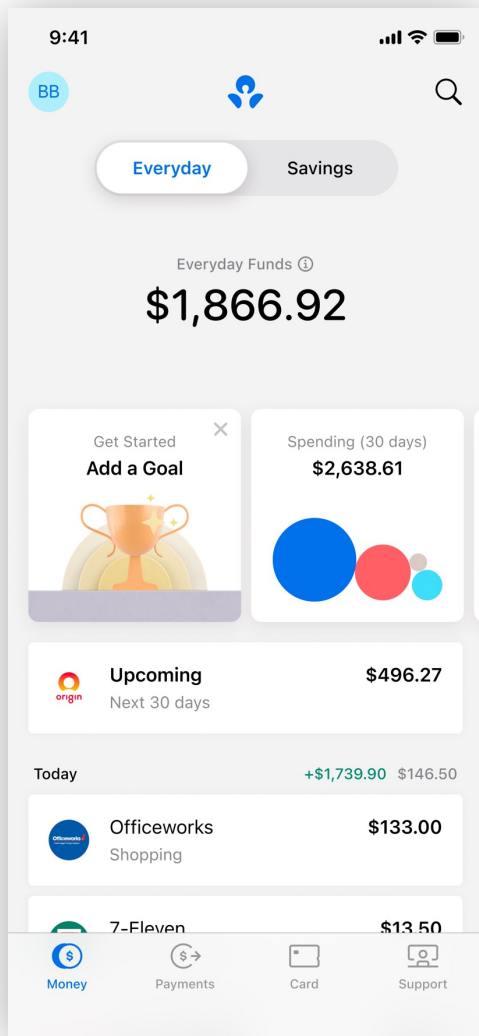
**“Everything should be made
as simple as possible,
but not simpler.”**

- Albert Einstein



Foundation





Up to 25%
conversion on financial wellbeing
NBAs


60%
reduction in NBA lifecycle

Email Treatment: [Welcome Marketing v1](#) [Available]
Onboarding • Activation • WelcomeMarketingV1 • Email NBE-Artifacts:01-01-02

[Content](#) [Details](#) [Test email](#) [Prompts](#) [Pages & Classes](#) [Security](#) [History](#)

Subject
"Say hello to ANZ Plus"

Edit mode ▾ Pick email



ANZ Plus

Welcome to ANZ Plus

Hey there,

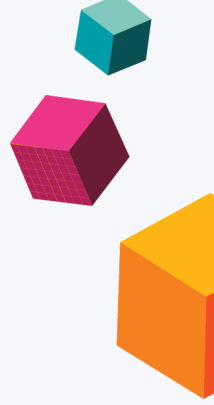
Thanks for choosing ANZ Plus! Here's some handy information to help you get started.

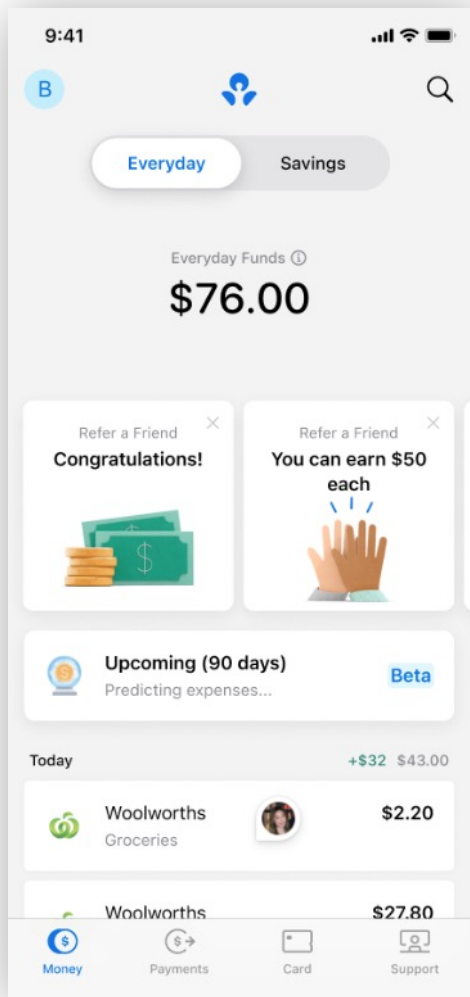
**"The whole is greater than sum
of its parts."**

- Aristotle



Setup for scale



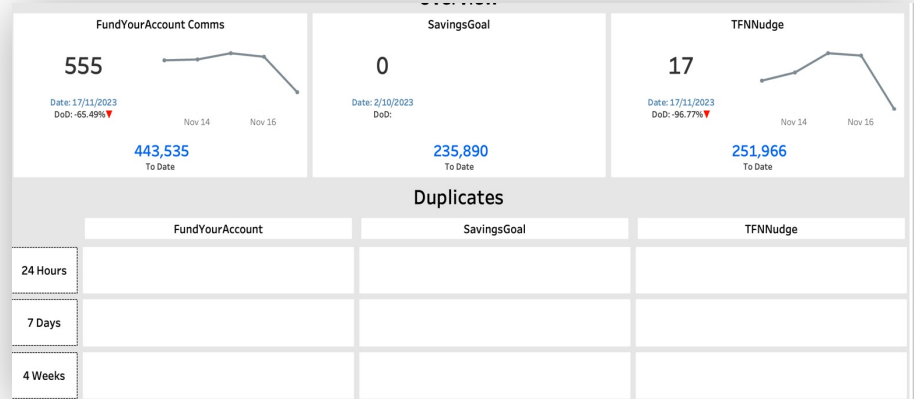


3x

increase in onboarding through
Refer A Friend

100%

automated reporting and alerts



2x

throughput in releases

Biz Ops

+

Toggles



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