

# World class customer service from a bank?

At Westpac, we are always striving to provide our customers with superior service. Our service standards have been recognised as among the best in the world. We are now the first bank in the world to meet the International Customer Service Standard and receive certification from the Customer Service Institute of Australia (CSIA).

We are focused on getting the important things right. Such as being available for you, not making you wait, valuing your business, doing what we say we will and if there's an issue, solving it quickly and fairly. That's our Ask Once commitment. And we plan to keep it that way. That's why we have invited the CSIA to review us annually.

Finally, we'd like to thank the 27,000 fantastic Westpac people who help us meet the standard. Without you, we'd be just another bank.





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November 4, 2005

Mr. Brett Whitford  
Executive Director  
Customer Service Institute of Australia  
P.O. Box 811  
EDGECLIFF NSW 2027

Dear Brett

I would like to thank you for letting us know that Westpac has been successfully certified in accordance with the International Customer Service Standard. The extensive internal audit coupled with the independent external evaluation has given us the opportunity for a thorough review of our systems and processes from an intention through to an integration perspective. Your assistance and guidance throughout this whole process has been nothing short of commendable.

We are proud of our recognition for Service Excellence at this year's CSIA awards, and to Westpac, the ICSS certification is a key step towards our mission to be number one for service. With this in mind, we will aim to take our learnings from the ICSS review and apply them against the service perspectives to ensure we continue to set new standards of service for our customers.

The rigorous process involved in completing the audit and in meeting the standard has allowed us to look at the service we provide with a difference lens. I am confident it will add value to Westpac's commitment to customer service excellence. Our ongoing association with the CSIA can only provide further benefits on this journey. I sincerely thank you and your dedicated team of professionals who have helped us along the way.

Kind regards

Tim Harrington  
General Manager, Product & Marketing