

Online Banking

September 2021



What is the Canstar Online Banking Award?

The Canstar Online Banking Award uses a sophisticated award methodology unique to Canstar that compares the offering of features on online banking platforms across New Zealand. The award recognises institutions who offer quality online and mobile services to further enhance customer experience. The institution which cumulatively receives the highest score across the areas of consideration will be awarded the Online Banking Award.

How is the Canstar Online Banking Award calculated?

Each institution's online banking platform that is reviewed for the Canstar Online Banking Award are awarded points for the array of features available on the platform. These features offer functionality under the categories listed below. Points are aggregated and weighted relevant to the importance of each category to achieve an overall functionality score which is combined with the Customer Satisfaction and User Experience results to achieve a total score.



Functionality

The categories below consider the features and transactional ability of both desktop and mobile banking. While desktop banking looks at features and transactions made from a desktop computer, mobile banking captures the availability of features or transactions that can be made from a mobile application or mobile optimised website.

Feature Category	Weight
Banking Assistant	30%
Payments & Transactions	25%
Research & Application	20%
Support	15%
Security	10%

Banking Assistant

The Banking Assistant feature category consists of six parts which assess account status and information (availability of transaction history, search functions, etc.), budgeting tools, Home Loans (additional repayments, modify repayments, etc.) and Credit Card (activate, lock/hold, and cancel credit cards, etc.) functions, account maintenance (personalisation functions such as change account details, i.e. address), alerts and compatibility (iPhone/Android apps).

Feature Category	Weight	Description
Account Status and Information	25%	This section considers the availability of account information i.e. balance, transaction history, bank statements, search functions etc.
Budgeting Tools	25%	This section considers functions like being able to set goal savings, graph transaction behaviour, graph savings and 'what if' scenarios.
Product Specific	20%	
Home Loans	30%	This section considers the functions to make additional loan repayments, ability to rollover home loans, accept pre-approved offers etc.
Credit Cards	70%	This section considers the ability to make and schedule repayments, card control, and access to reward points etc.
Account Maintenance	15%	Ability to update information and customise layout and appearance, personalisation of name and visual account identification etc.
Alerts	10%	Availability of alerts to notify account holders of payments due or cost incurring transactions through email, SMS, push alerts etc.
Compatibility	5%	Availability of specific applications for iPhone, Android, Windows, tablet etc.

Payments and Transactions

The Payments and Transactions feature category includes features such as: bill payments, contactless payments (ApplePay, Google Pay, etc.) and domestic and international transfers.

Feature Category	Weight	Description
Domestic	40%	This section considers the available functions and restrictions when banking online or through mobile i.e. transfer limits, notifications and settlement times.
Bill Payments	30%	This section considers the availability of Bill Payment options and management of future payments.
Contactless	20%	This section considers the ability to make payments through contactless /NFC technology across different handsets.
International	10%	This section considers the restrictions placed on international transfers i.e. currencies, transfer limits and transparency of fees.

Research and Application

The Research and Application feature category consists of 4 parts and assesses the application functionality, calculators, educational tools, and product information.

Feature Category	Weight	Description
Application	40%	
Functions	30%	Ability to save forms, monitor application progress, pre-approval, pre-determine discounts etc.
Process	45%	Availability of an online application and functions for home loans, personal loans, credit cards etc.
ID Verification	25%	ID verification points required.
Education Tools	25%	Available FAQs, articles, online educational videos etc.
Product Information	20%	
Website Split	10%	This section considers whether a separate page dedicated to personal/business/corporate banking is available on the website.
Quick Links	40%	This section considers the availability of quick links for rates & fees, documents, calculators, latest offers etc.
How consumers find products	20%	This section considers the various paths to find products i.e. home page, search tips product list.
Transparency	30%	This section considers access to documents and information like interest rates, PDS, fee information.
Calculators	15%	This section considers the availability of calculators to assist customer financing decisions i.e. mortgage repayments calculator, retirement calculator etc.

Support

The Support feature category includes assessment on how the institution enacts the customer service and marketing of their product. This includes availability of call centres and channels that enable community interaction, such as presence on social media (Facebook, Twitter, etc.).

Feature Category	Weight	Description
Customer Support	100%	This section considers the availability of channels and resources to resolve customer complaints and queries through call centre, online chat, phone back, press to call function, and social media

Security

This section considers the security processes available for banking online through both desktop and mobile which includes:

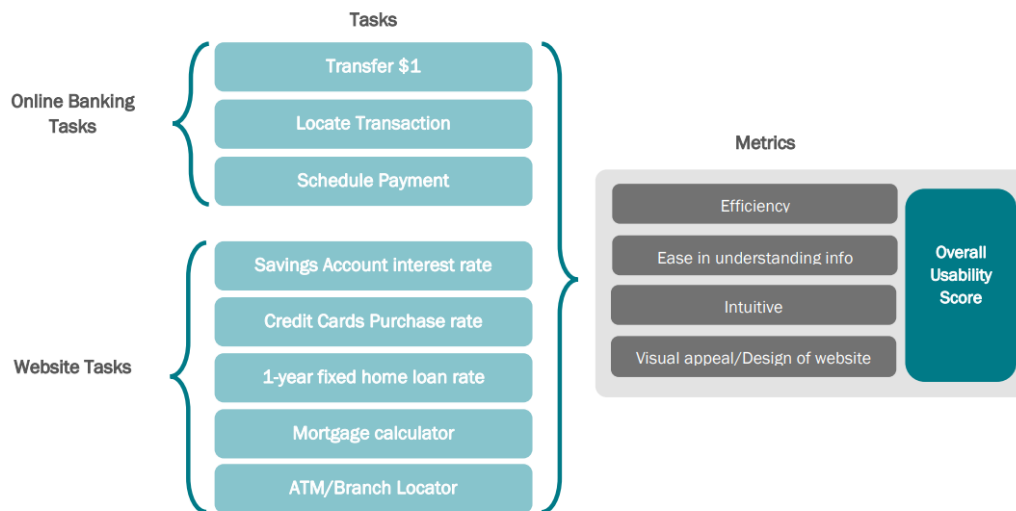
- Secondary authentication
- Automatic log-off
- Automatic lockout
- Strange transaction protocol
- Customer liability for not-at-fault transactions

User Experience

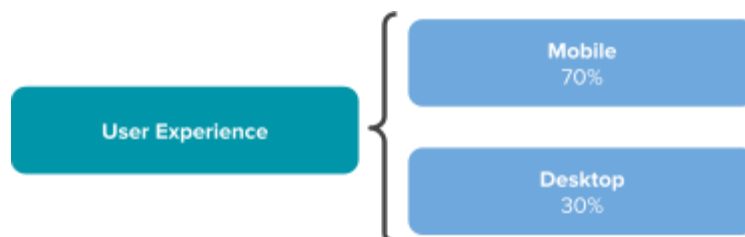
The User Experience score recognises an institution's ability to offer consumers an intuitive and user-friendly online banking platform, through mobile and desktop banking. Canstar undertakes user testing to quantifiably measure online and mobile banking user experience.

The User Experience study consists of 1,339 respondents who are a customer of at least one New Zealand banking institution and 18 years or older. Customers and non-customers of an institution are assessed on four categories, with each category involving tasks and questions to be completed (as listed below) to quantifiably measure the user experience of the website and online banking platform.

- Category 1: Website usability test as customer
- Category 2: Website usability test as non-customer
- Category 3: Banking portal usability test as a customer
- Category 4: Banking portal usability test as a non-customer



From this, the below tree outlining Canstar's scoring for the User Experience component of the Online Banking award.



The methodology assesses the User experience score from Online Banking (existing customer and new customers) and Research and Application via desktop and mobile. The table below breaks down the above into further components and details of scoring.

Feature Category	Weight	Task Description
Mobile / Desktop	70% / 30%	
Customer / Non-Customer	50% / 50%	
Online Banking	60%	
Transfer Between Accounts	33.3%	Login to online banking portal and transfer \$1 from one account to another
Filter Transaction	33.3%	Login to online banking portal and locate a transaction where the amount spent was greater than \$10
Schedule Payment	33.3%	Login to online banking portal and schedule an online payment
Research & Application	40%	
Application: Credit Card	20%	Locate the section on applying for a credit card and review the information provided
Application: Transaction Account	20%	Locate the section on applying for a transaction account and fill in the application form
Application: Home Loan	20%	Locate the section on applying for a home loan and find the interest rate for a 1 year fixed term home loan
Online Help/Support	20%	Locate the section for online help/support and review the information provided
Borrowing Calculator	20%	Locate the borrowing calculator and insert the borrowing amount of \$500,000 and calculate the monthly repayments

Customer Satisfaction

Canstar acknowledges that consumer satisfaction and experience with online banking is important. To assist in the assessment of an institution's customer satisfaction, Canstar surveyed consumers on satisfaction with the institution's digital banking proposition. Survey questions were then run through a regression model to find the relevance of each question.

How often are products reviewed for Star Ratings and award purposes?

Ratings and awards are recalculated annually based on the latest features offered by each provider. Canstar also monitors changes on an ongoing basis. The results are published in a variety of mediums (newspapers, magazine, television, websites, etc.).

Does Canstar rate all products in the market?

We endeavour to include the majority of product providers in the market and to compare the product features most relevant to consumers in our ratings. However this process is not always possible and it may be that not every product in the market is included in the rating nor every feature compared that is relevant to you.

Does Canstar rate other product areas?

Canstar researches, compares and rates the suite of banking, wealth and insurance products listed below. These Star Ratings use similar methodologies to guarantee quality, consistency and transparency. Results are freely available to consumers who use the Star Ratings as a guide to product excellence. The use of similar Star Ratings logos also builds consumer recognition of quality products across all categories.

Please access the Canstar website at www.canstar.co.nz if you would like to view the latest Star Ratings reports of interest.

- Business deposits
- Home loans
- Personal Loans
- Term deposits
- Kiwisaver
- Savings accounts
- Credit cards
- Online banking
- Transaction accounts



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