

# HEARTLAND BANK

MEDIA RELEASE

10 September 2018

## Heartland releases Mobile App for deposit customers

Heartland Bank is proud to announce its first mobile app is available to download on the Apple App store and Google Play store. The app is simple to use and gives deposit customers better control over their investments.

### Heartland's Mobile App lets customers:

- View balances and transactions on their term deposits and savings accounts
- Open new term deposits and savings accounts
- Transfer money from their call account to their nominated account
- Change what happens to their term deposits when they mature
- Send a secure message to Heartland's team of investment specialists.

### Listening to our customers

Heartland spent four months carrying out User Experience testing, including offering the app to a select group of pre-registered customers as part of a soft launch.

Lydia Zulkifli, Heartland's Chief Digital Officer, said staging a soft launch allowed Heartland to effectively address some key customer needs before wider release.

"The feedback we received was really positive. Our customers' recommendations helped to drive immediate improvements to the app, as well as informing where we go next. We've focussed on what our customers want to deliver an optimised online experience."

Miss Zulkifli says the app reflects the bank's strategy to create better customer experiences using digital channels: "We knew that to truly understand our customers and how they manage their investments, just having [award-winning products](#) wasn't enough. We had to also make sure those products were supported by an easy-to-use, self-service app that worked for our diverse range of customers.

### Keeping customers front of mind

Heartland is committed to being transparent with its customers. Another initiative we are working on is taking customers on the journey with us by updating them about what we are doing and why. The first step was to introduce ['The List'](#) - a section on our mobile app webpage dedicated to keeping our customers updated about new improvements to the app, and when these go live. This means our customers never have to ask what we're up to. It shows them we are working on giving them what they want, which we believe will lead to better customer engagement." says Miss Zulkifli.

## End-to-end digital platform

The Heartland Mobile App is the first step in Heartland's journey to offer an end-to-end depositor platform. Our next focus will be optimising and adding functionality to give existing customers more of what they want, and enabling new customers to join us without having to visit a retail office.

Find out more about Heartland's Mobile App [here](#).

If you have any questions or feedback, please get in touch at:

[digital@heartland.co.nz](mailto:digital@heartland.co.nz)

## Download the App now



ENDS

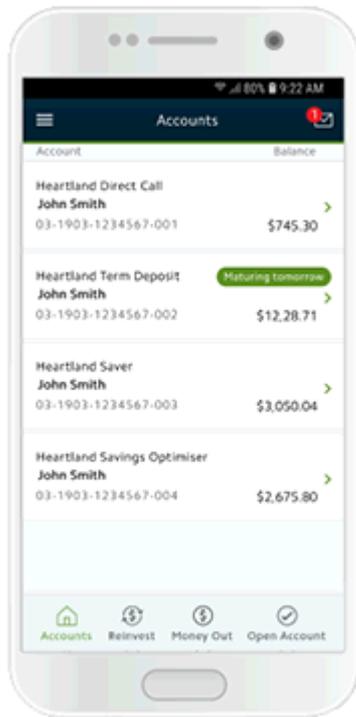
For more information, please contact:

**Justina Frost, Communications Consultant on (09) 927 9178 or Rochelle Moloney, Chief Marketing and Communications Officer (09) 927 9287.**

## About Heartland Bank

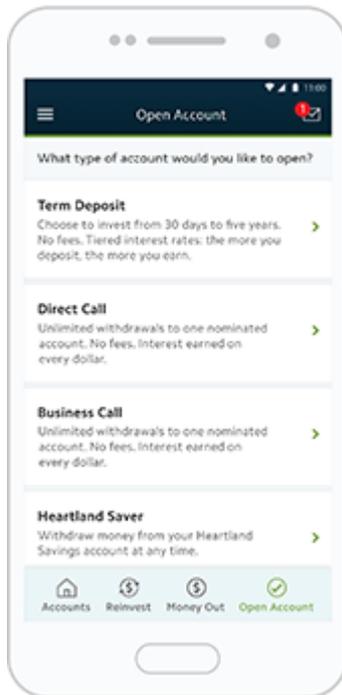
Heartland Bank Limited is a New Zealand operated and managed bank that is listed on the NZX Main Board (NZX:HBL) with approximately 11,000 shareholders. It offers savings and investment products; Heartland is the market leader in reverse mortgages in New Zealand and Australia, and provides business, rural and motor vehicle finance. Heartland is proud of its Kiwi heritage and aims to provide a first-class customer experience whether it's online, over the phone, or in person. It's currently focused on channels to deliver its innovative banking products, with an emphasis on digital platforms that are designed to deliver a fast and simple customer experience.

To find out more visit [www.heartland.co.nz](http://www.heartland.co.nz)



## SIMPLICITY

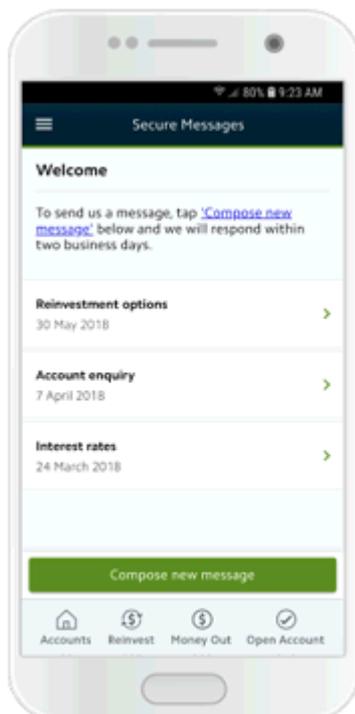
View deposit accounts and transactions via smartphone or tablet



## CONVENIENT

Use the app to open a new term deposit or savings account at any time.

Set up when you want your term deposit to mature. Choose to re-invest, top up or repay the deposit



## PEACE OF MIND

Transfer money easily to a single nominated account.

Ask questions directly by sending a secure message.