



Our Vision

**To be one of the world's
great service companies,
helping our customers,
communities, and people
to prosper and grow.**

Credo

We are passionate about helping people through life to achieve their financial goals.

Working together, we will always provide a superior service experience that delivers quality solutions for our customers, communities, and people.

The Westpac Group experience builds genuine personal connections with our customers so they are confident, secure, empowered, and inspired about possibilities for the future.

Motto

We are people
always helping
people.



Steps of Service

Step 1

Connect with a genuine welcome

- Be in the moment, smile, and warmly greet
- Use your name and the customer's name

Step 2

Be curious and own the experience

- Be curious about both expressed and unexpressed needs
- Persevere, and have the courage to do the right thing
- Commit to follow up

Step 3

Wish a friendly farewell

- Ask if there's anything else you could have done
- Thank the customer
- Use the customer's name with an invitation to return

People Promise

Our people are our highest priority in our quest to deliver world class service.

Our commitment is to invest in your growth, encourage your curiosity, and trust and empower you to make a meaningful difference for yourself and our customers.

We foster a flexible, safe, and enjoyable environment where inclusion and diversity of thought are valued so that all our people can be their best.



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- Foundations
 - Working Together
 - Magic

Service Behaviours

- 1.** I act with integrity: doing the right thing and delivering on my commitments.
- 2.** I am committed to protecting the privacy and security of our customers, colleagues, and the Group's confidential information.
- 3.** I am proud of and committed to the highest standard of professionalism and safety including my role in managing risk for our customers and the organisation.
- 4.** I passionately uphold the values of the organisation and respect the communities in which we operate.
- 5.** I take ownership and inspire others to always deliver a superior service experience.
- 6.** I actively collaborate and recognise the success of others, especially when I see courageous actions.

Service Behaviours

- 7.** I understand my role in achieving success, and continuously learn and grow to develop my full potential as a professional.
- 8.** I am part of a respectful and trusting team that values inclusion and actively seeks diversity of thought.
- 9.** I am encouraged to use my imagination and empowered to create magic for our customers.
- 10.** I always listen, anticipate, and respond to the expressed and unexpressed needs of our customers.
- 11.** I take pride in always seeking new ways to innovate and improve in ways that make things simpler and easier for our customers.
- 12.** I always work to build strong, personal relationships with our customers and throughout my community.

Our Brand

We are a strong, astute bank which gives New Zealand the **confidence to act.**

To achieve Our Service Promise we need to be **gutsy, astute and motivating** in all that we do.

