# **Deloitte**Supporting Australians through a rates crisis.

## 2023 will be a challenging year for many customers.

Falling house prices.
Record levels of inflation.
Rapidly rising interest rates.
A new equilibrium for the cost of energy.
Record volumes of fixed rate loans maturing.
Global events continuing to impact consumer confidence.

Now is the time to deeply understand the needs of borrowers ahead of an intensifying wave of refinancing and a likely run on defaults. It's time to apply the lessons of the last two years to increase retention, customer outcomes and, in turn, acquisitions.

## WHAT

#### Identify

Identify priority clients to retain as well as those that are likely to be driving a run on defaults

#### Respond

2

3

Design a customer engagement plan for each segment that is fit for purpose across multiple channels

### Optimise

Constant testing and experimentation to validate hypotheses, enable the right customer outcomes and uplift capability

# WHO

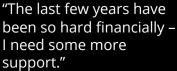
**How might we** relieve stress and anxiety for these (and other) personas?



## The Switcher

**Sally, 42** "I keep seeing things in the media about rising rates."

## The Vulnerable Krish, 31



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# For Australia's banks, this is a moment that matters.

Speak to Us



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