

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

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

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

3 **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

"The last few years have been so hard financially – I need some more support."



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

Speak to Us



Customer

Meredith Wheelhouse

Partner

Retail Banking Sector Leader

+61 477 745 945



Strategy

Mike Way

Partner

Strategy

+61 410 390 604



Operations

Jonathan Perkinson

Partner

Deloitte Managed Solutions

+61 437 654 681



Risk

Will Chan

Partner

Risk Advisory

+61 414 782 752