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New NCR research shows Australians switch shops and banks for the best deals, but stay for personalised service

Sydney, AUSTRALIA - NCR Corporation (NYSE: NCR), the worlds leading provider of self-service solutions, today revealed Australian consumers as the worlds biggest bargain hunters. Sixty nine percent of Australian respondents admitted to switching retailers or banks to get the best deals, better prices or more loyalty rewards - the highest of all countries surveyed according to the study by BuzzBack Market Research for NCR.

While price is important to Aussies, the vast number of respondents (87 percent) said they would stay loyal to a brand if it gives them more personalised interaction and control. They are achieving this through the use of self-service technologies like ATMs, retail self-checkouts and airline check-in kiosks.

NCR experts report that Australians have accepted self-service checkouts at up to double the rate of European and US shoppers. In the future they will have the ability to customise the self-checkouts on-screen graphics, voice and volume and opt for digital receipts sent by email or to their mobile phone.

Already, technology is available that enables banks to greet ATM customers by name and enable them to withdraw their favourite amount speeding up service times by 40 per cent.

NCRs survey shows that

while the global financial crisis has made consumers keener to shop around for a better deal, they still value individual, personalised service across all channels, said Ross Checkley, managing director for NCR Corporation in the South Pacific. Australians are increasingly expecting service choice to have their preferences understood by companies and to be able to decide where and how they interact with them.

The

new research also found:

Thirty-nine

percent of Australians would choose bank branches that offered them self-service for transactions like bill payments, deposits and statement printing. One reason is that consumers are time poor, with a third of bank customers saying they would choose branches that allowed them to get in and out faster.

The desire for

personalised service was reflected in the finding that 62 percent of Australians appreciated not being sent irrelevant information by brands, while 65 percent said that all of the information they needed was available across all channels.

Innovative time-saving banking

technologies are also gaining in popularity, with 44 percent of people expressing a desire to pay bills with their mobile phone. More than a quarter said they were open to using their mobile as an electronic wallet for low-value payments.

Last

year we saw that Australians were looking not only for flexibility on price, but in the way they paid for their products. This year, the emphasis on cost and self-service convenience remains, but consumers also expect companies to

have an understanding of their individual tastes across all channels, said Checkley.

NCR

is at the forefront of the move toward customer self-service and personalisation in retail stores, airports, banks, hotels, fast food restaurants and car hire companies. Its multi-channel solutions allow companies and consumers to communicate consistently via the internet, email, mobile devices, call centres and ATMs.

About the research

NCR

commissioned BuzzBack Market Research Group - part of the BuzzBack LLC is a leading international market research firm headquartered in New York City - to conduct the research in March 2010

that polled over 2,500 people across five geographies- Australia, the United States, Canada, the United Kingdom and India.

This year is the third year the survey has been compiled to shed light on consumers' attitudes to technology, loyalty and self-service.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCRs assisted-service and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming and public sector organisations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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