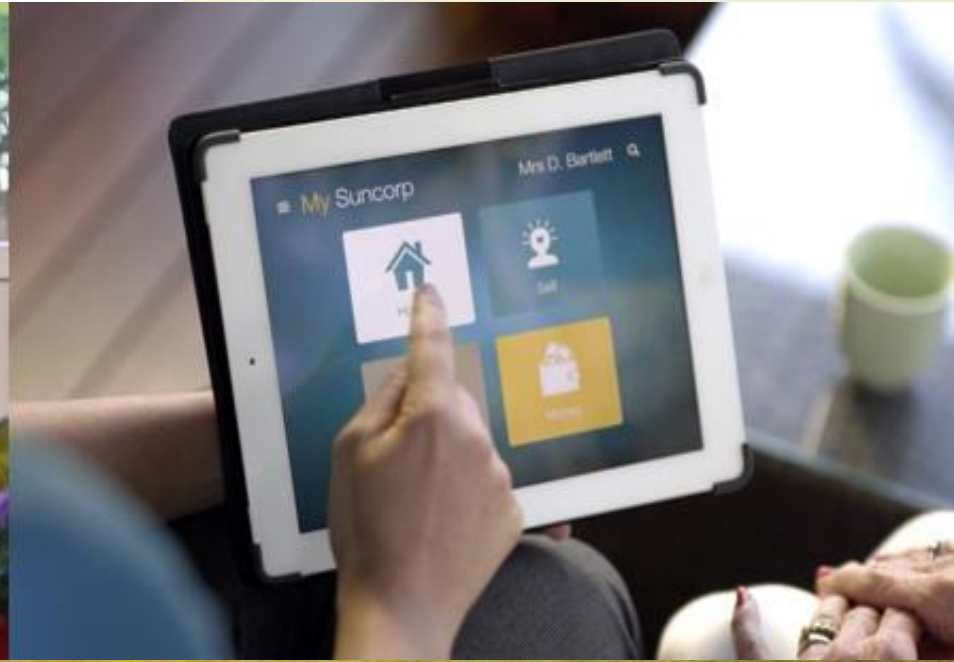
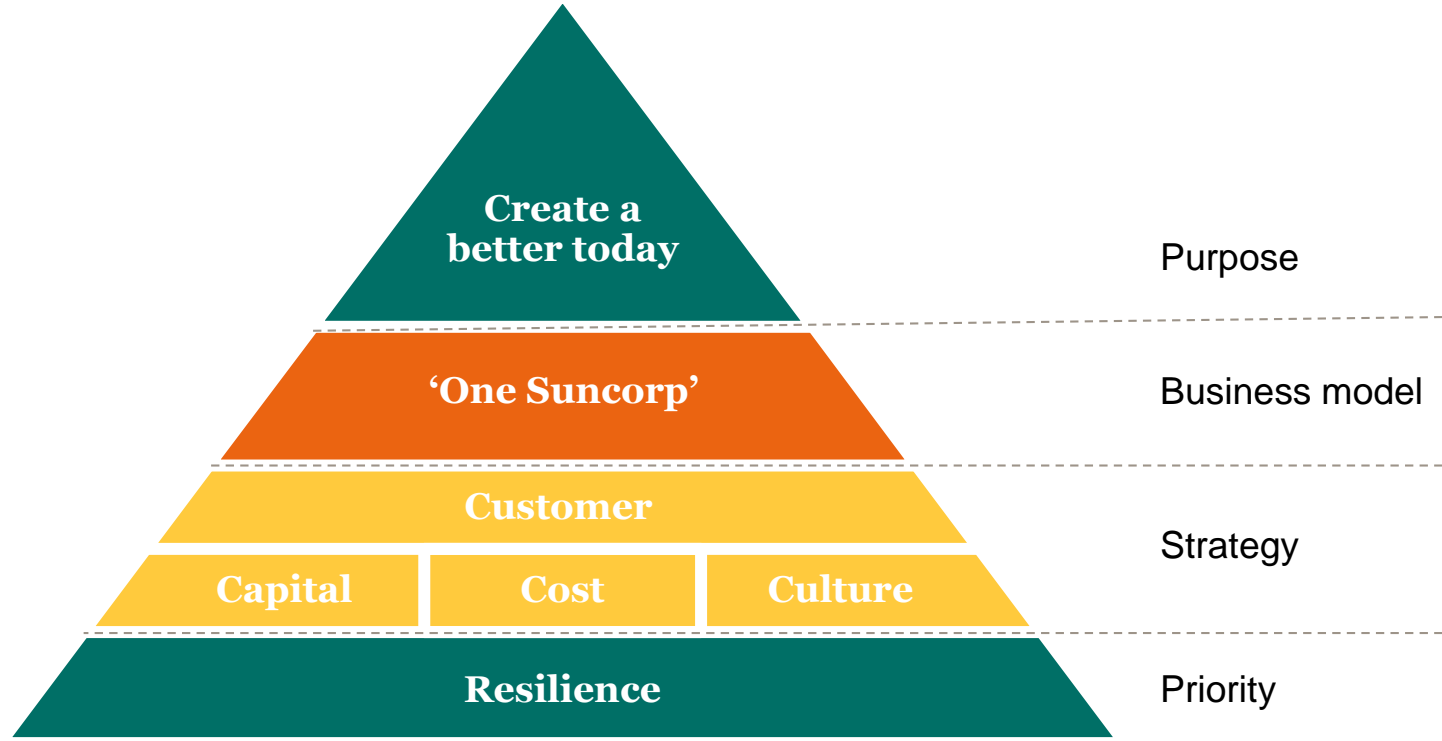


# Suncorp Customer Strategy

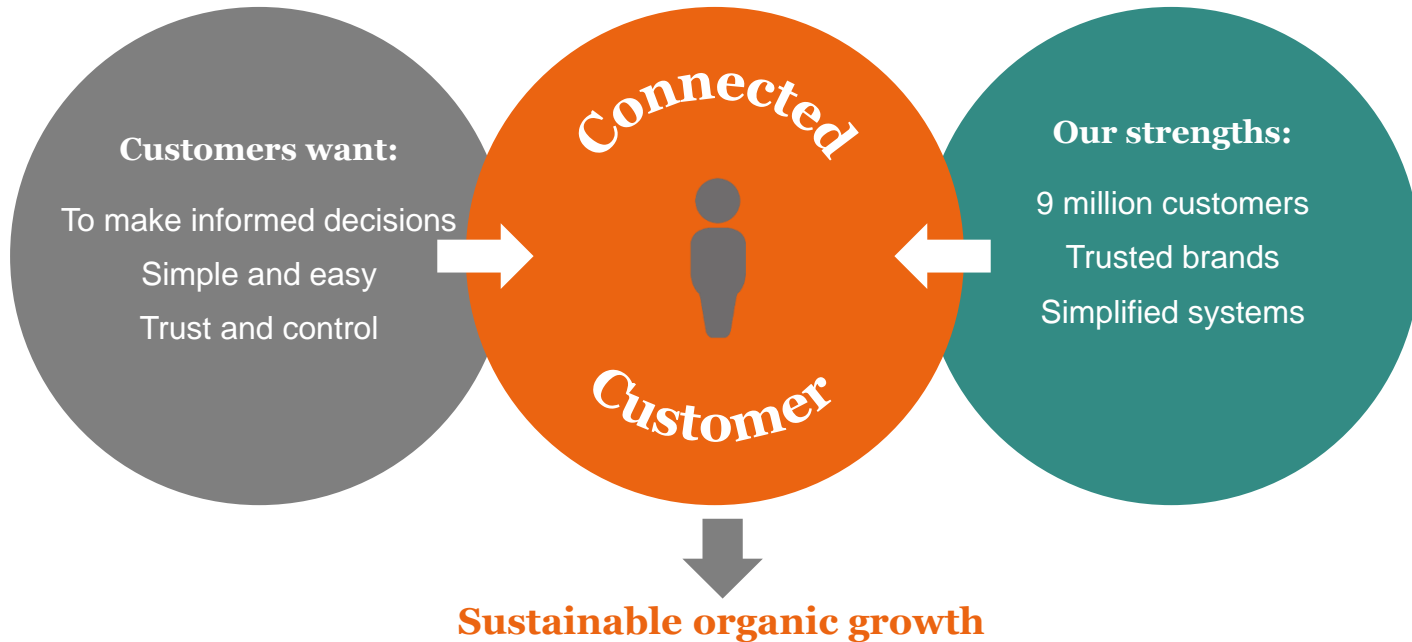
**Mark Reinke**  
**Chief Customer Experience Officer**





# Elevate the Customer

Creating a better today by growing customer connections



# Connected Customers

## Meeting more needs



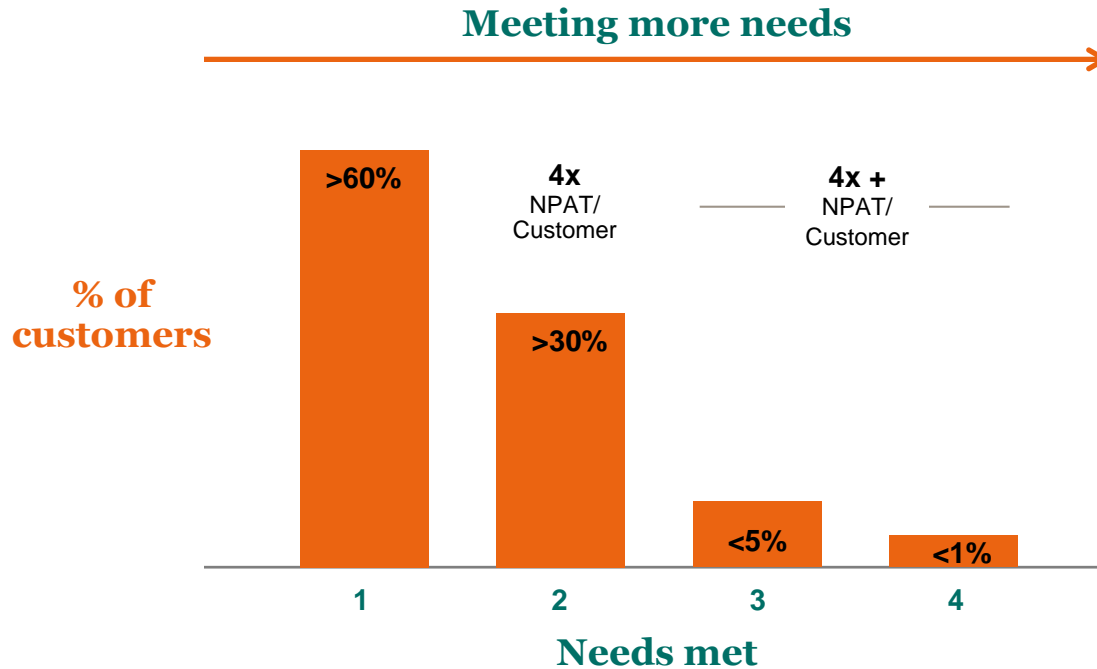
## Increasing frequency of interactions



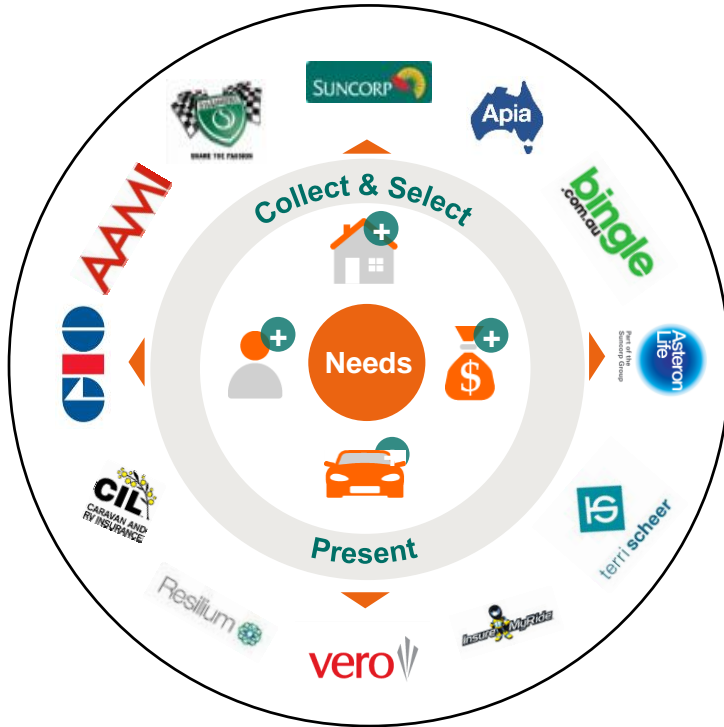
**Connected** = 2 or more needs met  
96% retention

# Connecting customers creates value

Significant growth opportunity



# Adopting a marketplace approach



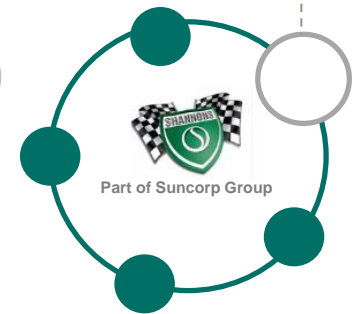
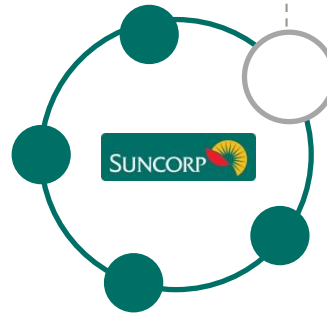
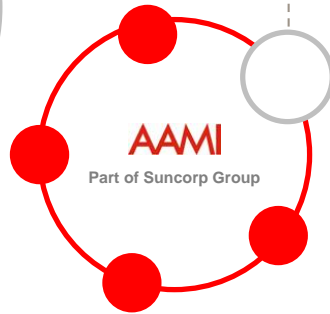
- » **Engaging** customers through omni-channel
- » **Curating** solutions that customers care about
- » **Enabling** customers to navigate and make informed decisions

# Seamless connected experiences

## Collect & Select



## Present



Everything in one place

Aggregated information

Decision tools

Access to solutions

# Strategy in action

Connecting AAMI services



## SMARTPLATES

FEATURES





# Strategy in action

Online and physical stores



**Morgans Queensland Investor Conference 2016**  
12 October 2016

# Important disclaimer



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