

INFLUENCE OF BANKS ON CUSTOMER HEALTH

01

Understand the challenge



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Banks face mental health challenge

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Personal finance reporter

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Information Retrieval

- INTERACT WITH CUSTOMERS

- Online Poll
- Direct Interview

- NAB SERVICES

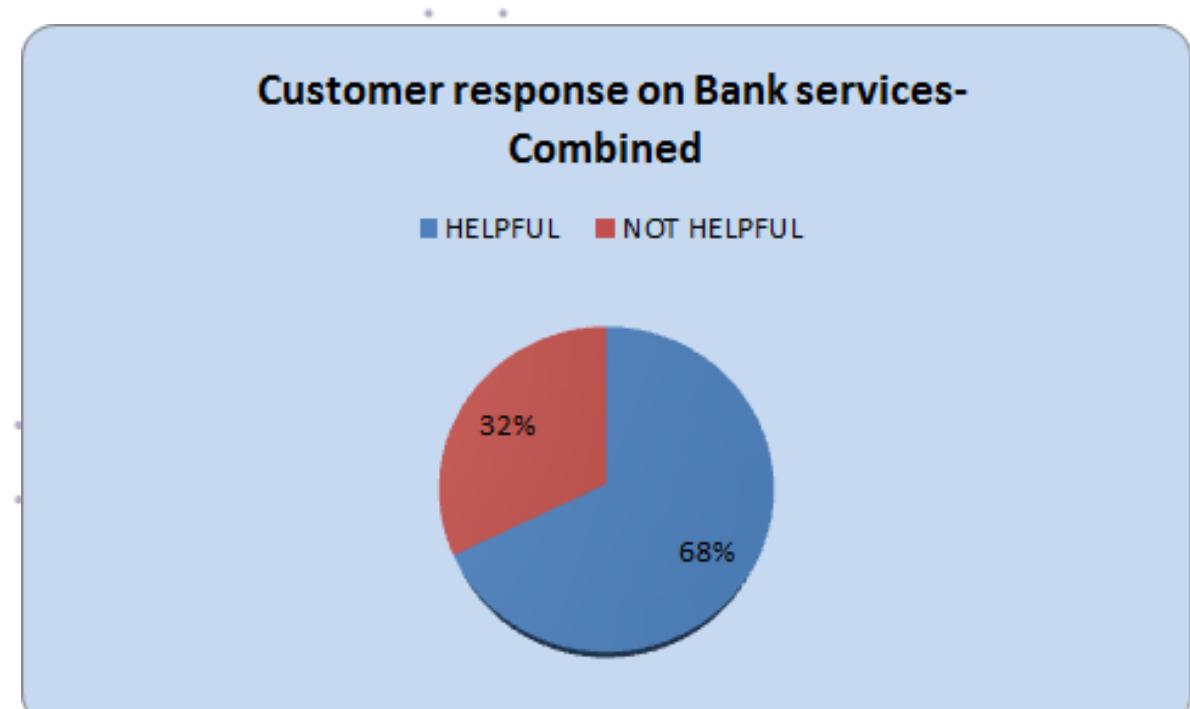
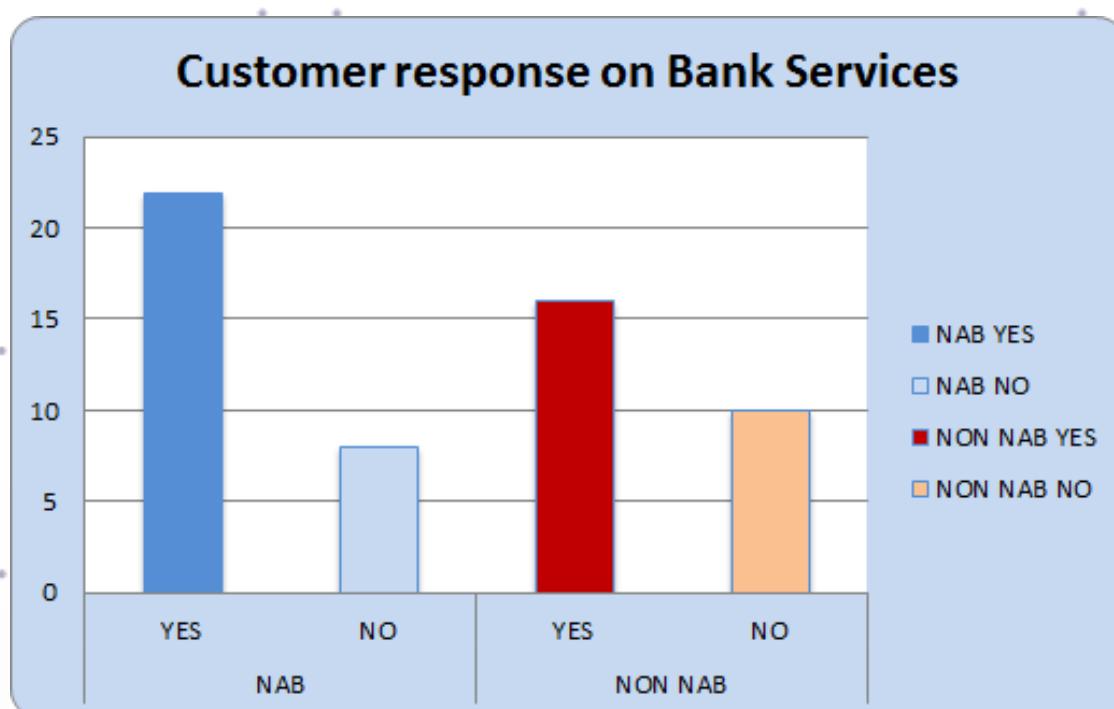
- Health & Wellbeing
- NAB Foundation & Grants
- Supporting Vulnerable Customers

- PERSONAL EXPERIENCE

- Online customer assistance
- Personalised NAB offers
- Travel protection schemes

03

Data Analysis



04

Key Findings

How NAB help Customers?

- Counselling in times of crisis
- Domestic and Family violence support
- Travel protection
- Thrive grants & Seed grants for innovative Business ideas

References

1. <https://www.finextra.com/blogposting/13514/health-is-wealth-how-banks-can-help-their-customers-remain-healthy>
2. <https://www.investblue.com.au/knowledge-centre/fact-sheets/the-connection-between-financial-health-physical-well-being>
3. <https://www.nab.com.au/about-us/social-impact/our-people/health-and-wellbeing>
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