

CASE STUDY: PAYMENT SOLUTIONS



CADMUS PROVIDES BBL WITH SERVICES WHICH HELP INCREASE ITS NETWORK BY SELLING PAYMENT SOLUTIONS

CUSTOMER: BENDIGO BANK LIMITED (BBL), VICTORIA, AUSTRALIA

BENDIGO BANK IS A COMMUNITY FOCUSED BANK BASED IN THE CENTRAL VICTORIAN CITY OF BENDIGO AND IS THE ONLY AUSTRALIAN BANK HEADQUARTERED OUTSIDE A CAPITAL CITY. BENDIGO BANK IS A PUBLICLY-LISTED COMPANY ON THE AUSTRALIAN STOCK EXCHANGE AND IS OWNED BY MORE THAN 53,000 PRIMARILY SMALL SHAREHOLDERS.

BENDIGO BANK IS A RETAILER OF BANKING AND WEALTH MANAGEMENT SERVICES TO HOUSEHOLDS AND SMALL TO MEDIUM BUSINESSES, IT HAS A MAJOR PRESENCE ACROSS VICTORIA AND QUEENSLAND AND IS GROWING ITS NETWORKS THROUGHOUT AUSTRALIA AS IT RESPONDS TO NEW MARKETING OPPORTUNITIES AND DEVELOPS BUSINESS ALLIANCES. BENDIGO BANK CONTINUES ITS TRADITION OF ADDING VALUE FOR CUSTOMERS THROUGH QUALITY PERSONAL SERVICE, BUT ALSO PROVIDES CUSTOMERS WITH A WIDE RANGE OF SELF-HELP BANKING OPTIONS SUCH AS 24-HOUR TELEPHONE AND E-BANKING FACILITIES.

OBJECTIVE:

Design, help sell, manage installation and support of new payment product solutions for Bendigo Bank.

BUSINESS CHALLENGE:

BBL was refreshing its Banking system and Eftpos Payment Terminals and required a solution that was future proofed which complies with the latest international security standards. Along with supplying equipment, BBL needed a business partner that would help sell the solutions to potential customers, manage the installation and offer after sales service and support.

CADMUS SOLUTION:

Cadmus met the BBL requirements by supplying advanced and innovative payment technologies, assisting in the sales process and managing the installation.

RESULTS:

Cadmus provides BBL with services which help increase its network by selling payment solutions. Once Cadmus contacts a Customer we offer them different payment terminal options depending on their business, competitive credit card rates, installation and after sales service and support. The key benefits are that Cadmus helps BBL increase its market share in payment solutions and credit acquiring markets.