

Bank of New Zealand Launches the Country's First Online Banking Community with Lithium

SAN FRANCISCO, Nov. 10, 2014 /PRNewswire/ - Bank of New Zealand (BNZ), a company founded in 1860, announced the country's first online banking community, powered by Lithium Technologies, giving BNZ customers a social destination to interact with peers and the bank.

For more than 150 years, BNZ has helped New Zealanders effectively manage their finances and the BNZ Community is a continuation of that tradition. Lithium, a global company whose social platform reinvents the way brands and people connect, developed the BNZ Community to facilitate customers sharing relevant experiences about their financial wellbeing.

"I am excited and proud of Lithium's work with BNZ. It's not often you are the first to introduce innovation to the financial sector for an entire country," said Rob Tarkoff, President and CEO of Lithium. "BNZ is a pioneer in New Zealand's financial industry and a great example of how to harness the power of digital platforms to meet customers' expectations."

BNZ already interacts with thousands of customers every year through its social media channels, and the BNZ Community will build on the bank's already strong, customer-focused social media presence. The community will be integrated across the bank's website and existing social media channels.

Director of Retail and Marketing for BNZ Craig Herbison noted, "We know that our customers are increasingly seeking advice online and that they treat advice from peers and online experts with high regard. We've launched BNZ Community to foster these really important conversations and encourage a culture of peer-to-peer support in banking. We're pleased to be partnering with Lithium, which has a solid track record of building some of the most engaged online communities around the world."

Lithium produced two main components, a dynamic community and the 'Good with Money' blog. The community provides a destination to ask questions, search and give answers, and earn rewards for being an expert. The 'Good with Money' blog features professional banking and money content from BNZ. The community will also allow people to actively contribute to the products and services that BNZ develops.

Additionally, Lithium's platform is software as a service, or SaaS. This means that product updates and features are available to BNZ as Lithium unveils them. BNZ doesn't need to spend time reconfiguring systems or servers or software—Lithium does all that for them. For example, as Lithium rolls out security enhancements and improved community features, BNZ can benefit from the technology almost instantly.

About Lithium Technologies

Lithium's software helps companies reinvent how they connect with their customers. Lithium works with more than 300 of the world's best brands— including Best Buy, Indosat, Sephora, Skype and Telstra — to respond on social networks and to build trusted content on a community they own. The 100% SaaS-based Lithium Social Customer Experience™ platform enables brands to build and engage vibrant customer communities to drive sales, reduce service costs, accelerate innovation and grow brand advocacy. For more information, visit lithium.com, or

connect with us on Twitter, Facebook and our own community. Lithium is privately held with corporate headquarters in San Francisco and offices across Europe, Asia and Australia.