



NAB launches next generation mobile site

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National Australia Bank has launched a new mobile-friendly website, which enables customers to do more on-the-move as they ditch traditional PC internet browsing in favour of smartphones and tablets.

It is now easier for NAB customers to browse product information, as well as access internet banking, and find close-by ATMs or branches, on mobile devices.

The new site makes NAB the first of the major banks to make online product information accessible on mobile.

Chris Smith, General Manager Digital, Direct Banking says NAB is investing hundreds of thousands of dollars in its mobile platform to make banking easier for customers.

“At NAB we’re working to improve customer service and give customers more choice of how they bank.

“We know our customers want quick and easy ways to manage their money, when and where it suits them. They are short on time and are always on the hunt for convenience.

“For us, mobile banking means having all the tools and information you need in one place,” said Chris.

Before launching its apps for iPhone, iPad and Google Android, NAB made internet banking available through the internet browser on all internet-enabled mobile phones in September 2009.

The nab.com.au mobile site now recognises requests from more than 15,000 different mobile devices and formats the content accordingly.

“We’re really excited to put a wider range of banking services, at our customers’ finger tips – any time, anywhere.

“We will continue to look at ways to improve the online mobile experience, including mobile payments, and integrating social media support,” he said.

With smart phone usage across Australia skyrocketing, NAB has seen a 430% year-on-year growth in mobile banking.

More than one in six NAB Internet Banking log-ins are now done from mobile devices, making it NAB's fastest growing channel.

Media contact:

Jessica Forrest,
NAB Corporate Affairs
M: 0457 536 958