

Regional Banking

Dear Sir/Madam

The changing times of the banking system has placed a lot of stress and frustration on customers who once looked at banks as a caring and trusted organisation, they don't today. They tell us that closing some banks due to the fact that a lot of people use the internet etc.etc and it is costing the banks to have Branches open to see only a few people through the door. Well that might be fine in the big cities but it does not sit well in rural towns as the closest bank for me is a 80kms round trip, which does create a problem for many bank customers.

Banks don't care any more, that's for sure, their attitude is "take it or leave it". What about the old folk, some are computer illiterate, don't have mobile phones, show symptoms of senior moments, memory loss, hand tremors, hearing loss, visual problems etc. Older people easily become frustrated and this is why they like going to the bank as the tellers got to know them and they felt secure.

I have a solution for this problem, which will incur some costs and the banks will only have to pay 25% of the cost.

The big four banks combine and create an alliance "Alliance of Banking"

! Rent some small space.

2. Have access to all banks.

3. 1st week teller from the nearest branch say ANZ would be on duty.

2nd week teller from the nearest branch say CBA would be on duty.

3rd week teller from the nearest branch say NAB would be on duty.

4th week teller from the nearest branch say WBC would be on duty.

The tellers would have access to all the banks computers customer accounts so they would be able to

assist any bank customer irrespective of which bank.

This service would only apply basic banking for customers to make withdrawals, deposits, and pay their credit cards, or even bank loans. Customer service would be say twice a week, with a time frame of a couple of hours. You could easily do two "Mini Banks" one in the morning, one in afternoon.

I think the banks can afford to open these "Mini Banks" in places where they are needed.

This year bank profits rose 54.7% from last year to a grand total of 26.8 billion dollars.

CBA profit was 8.7 billion dollars NAB 6.36 billion ANZ 6.16 billion WPC 5.35 billion.

Yours faithfully,

Dr. Keith B. Holdway D.C. (Rtd)