



## **AIB Launches Personal Finance web site - aims to double online customers**

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AIB has launched a new lifestyle oriented Personal Finance web site, in support of its strategy to double its number of online personal banking customers in the Republic of Ireland.

The site is targeted at the personal sector, particularly AIB's internet banking customers. AIB currently has in excess of 90,000 active online customers. It further enhances AIB's existing internet banking proposition that includes daily banking, integrated online share dealing and TRANSACTonline, a safe way to pay for goods online.

"Personal Finance is a unique initiative and part of the bank's commitment to providing its customers with the broadest range of service options across branch, telephone and internet channels" commented Eugene Sheehy, Managing Director, AIB Bank.

The concept behind the Personal Finance web site is simple. It recognises that the financial needs of customers are largely based on key events and lifestyles. It adds value by engaging with the customer, as and when their needs change. It aims to offer a single source of relevant information, interactive tools, guides and financial solutions.

Users will find content appropriately structured across diverse areas relating to day-to-day banking, savings & investments, the home, the family, cars, holidays & travel, students and getting that all important job and career.

Each category offers feature articles, guides, interactive tools, relevant financial services and a 'How do I...?' menu option. The new look and feel of the site makes it easy to navigate, search, and apply online for products and services such as travel insurance, car loans, mortgages and shortly, credit cards.

At the launch event, Billy Andrews, General Manager – eBusiness, AIB Group, confirmed that "AIB has developed a powerful new content management capability behind Personal Finance and other AIB Group web sites. Our investment will support the implementation of further eBusiness initiatives here in Ireland and in our other markets.

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