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## A new financial services experience for Queensland

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Suncorp has today unlocked the doors to a new financial services experience in Queensland, opening its second Concept Store in the Brisbane suburb of Carindale.

The Carindale Concept Store brings together solutions and services from across the company's brands, including Suncorp, AAMI, Shannons and Apia, as well as solutions from other providers, to help customers with life's key financial decisions, such as purchasing a home.

Suncorp's CEO Customer Platforms Gary Dransfield said the Store leverages insights gained from the Parramatta Concept Store, Brisbane city Co-Creation Lab and understanding of the Queensland market to create an innovative store experience in a unique retail environment.

"We've reimagined the experiences customers expect to receive when they visit a traditional bank branch or insurance store to make it easier for them to make decisions around the moments which matter most," Mr Dransfield said.

"The Store connects customers to new technologies and digital solutions to help customers buy and protect their home or car, start a family, or start and grow a business."

Taking inspiration from international retailers, the Carindale Concept Store utilises innovation to make customer experiences interactive and tailored to support their individual needs.

Mr Dransfield said the company's strong brand heritage in Queensland would help deliver the benefits of Suncorp's marketplace strategy to local customers through connecting them to a wider range of products and services from across the company's many brands.

"We're creating unique experiences that help educate, inspire and delight our customers, with the express goal of helping them in those areas we know can be confusing, complex and intimidating," Mr Dransfield said.

"The Store's test and learn environment also enables us to trial new concepts with customers and make changes based on their feedback before introducing them in other locations."

### **Key experiences and technologies include:**

**Design** – Interactive format which allows customers to experience retail zones specific to their individual need. The modular design allows for the store to change its format to suit monthly themes and workshops. The modern appearance has a light space, with greenery to create a visually appealing store.

**Key features** – Simplified transactional space, Open 7 days, concierge greeting, designated self-service area, multi-brand offering, workshops and seminars, free wifi and refreshments.

**Discovery Tool** – Connects customers with Suncorp solutions, as well products and services from other companies, across an entire journey (example: Buying a Home. Starting a Business) Companies featured – [Jim's Building Inspections](#), [Lawlab](#), [Hipages](#), [JB Hi-Fi](#)

**Ends**

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