



FAIR TARGETS FOR WESTPAC

The FSU's Fair Targets campaign is focusing on the use of the Net Promoter Score (NPS) also known as the Active Customer Feedback Loop (ACFL) to assess performance.

TARGETS MUST BE FAIR

The Westpac Group Enterprise Agreement 2010 (Clause 36) requires that objectives and targets be fairly and equitably set.

Fair targets are important, not least because the performance rating you receive based on your achievement of performance objectives determines the annual pay increase you receive in January each year.

NET PROMOTER SCORE – IS IT FAIR?

The FSU received hundreds of responses to the *NPS – Is it fair?* survey. **99% of respondents stated that the Net Promoter Score (NPS) is Not Fair.**

Many stated that Customers often score the bank rather than the Banker, commonly

referring to things which are beyond the control of front line staff such as interest rate hikes, parking problems, long waits in the queue or simply that the customer doesn't like banks.

NPS Measures Loyalty, Not Your Performance

The NPS as developed by Bain and Company is a way of measuring customer loyalty and predicting profitable growth. That's why the score of 9 or 10 out of 10 applies to Promoters. If a customer gives a score of 10 out of 10 it's a strong indicator that they are likely to promote the bank to their friends and family.

The NPS may be a good way of measuring customer loyalty, but it's a bad way of measuring staff performance because it can be influenced by so many factors which are totally outside the Bankers control.

WHAT YOU CAN DO

▼ Show Your Support for Fair Targets:

Sign the We Support Fair Targets Sheet and ask your colleagues to do the same. We need to get people talking and build support for fairer targets.

▼ Raise Your Concerns:

Use the ACFL / NPS template letter to raise concerns with Management about the use of the NPS as a performance measure. Employees must raise concerns as a first step towards having disputes resolved.

These resources and other information including comments from Westpac employees about the use of NPS are available on the FSU's Fair Targets campaign page: www.fsunion.org.au/campaigns/

REMEMBER!

YOU DON'T HAVE TO ACCEPT UNFAIR TARGETS



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Authorised by Leon Carter, National Secretary Feb.2011