



## National Australia Bank Receives Award for Best Customer Relationship Management Strategy

November 29, 2001 at 11:02 AM EST

DAYTON, Ohio, Nov 29, 2001 /PRNewswire via COMTEX/ --

### ***CRM strategy results in over A\$2 billion in new loans during six-month period alone***

Teradata, a division of NCR Corporation (NYSE: NCR), announced that National Australia Bank (NAB), user of both the Teradata(R) warehouse and CRM solution, received an award for Best Customer Relationship Management (CRM) Strategy at the 2001 Financial Innovation Awards, held in London, England.

The award, sponsored jointly by the Institute of Financial Services and British Telecom, selected National Australia Bank from among the best financial institutions globally for the innovative ways that it is using Teradata CRM to achieve business objectives.

Over 10 years ago, NAB committed itself to a CRM business strategy and has since witnessed significant growth and expansion in key customer segments. In 1997, the National -- a leading franchise of NAB -- implemented a sales leads program that serves as a communications gatekeeper, managing the frequency, content and channel method for customer interactions.

By leveraging the powerful Teradata warehouse and CRM solution, the National now has the highest share of wallet in Australia.

#### About National Australia Bank

National Australia Bank is an international financial services group providing a comprehensive and integrated range of financial services across four continents and 15 countries. Globally, NAB has total assets of over A\$250 billion, more than A\$400 billion in assets under administration, and more than twelve million customers.

#### About Teradata Division

Teradata, a division of NCR Corporation, offers powerful analytical solutions that help businesses drive growth. Teradata solutions include the Teradata database, and analytical applications for customer relationship management, operations and financial management, business performance management and e-business. To learn more about Teradata Division and its solutions, go to <http://www.Teradata.com>.

#### About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide. NCR's Relationship Technology solutions include the Teradata(R) database and analytical applications such as customer relationship management (CRM) and demand chain management, store automation systems and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 32,900 in more than 100 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at [www.ncr.com](http://www.ncr.com).

NCR and Teradata are trademarks or registered trademarks of NCR Corporation in the United States and other countries.

MAKE YOUR OPINION COUNT - Click Here

<http://tbutton.prnewswire.com/prn/11690X83781845>

#### SOURCE NCR Corporation

CONTACT: Dan Conway, Teradata Division of NCR Corporation,  
+1-858-485-3029, or [dan.conway@ncr.com](mailto:dan.conway@ncr.com)

URL: <http://www.ncr.com>  
<http://www.prnewswire.com>

Copyright (C) 2001 PR Newswire. All rights reserved.