# Simple Admation Helped Great Southern Bank Meet its Industry Compliance Standards

Established in 1946, Great Southern Bank has grown to become Australia's largest customer-owned bank and offers a range of financial, business and insurance solutions to over 500,000 customers. With over 50 branches located across Australia, Great Southern Bank is committed to making customers its priority and helping enrich their lives by delivering better-value banking.

Being in the financial services industry means that Great Southern Bank is bound by strict industry compliance and governance standards. As such, the bank should also adhere to these standards when marketing its wide range of products. And in marketing a range of products and services, Great Southern Bank faced several challenges.

For organisations in the finance, healthcare, and insurance industries, Admation's marketing project management solution offers several features that make it easier to meet industry compliance and regulatory standards.

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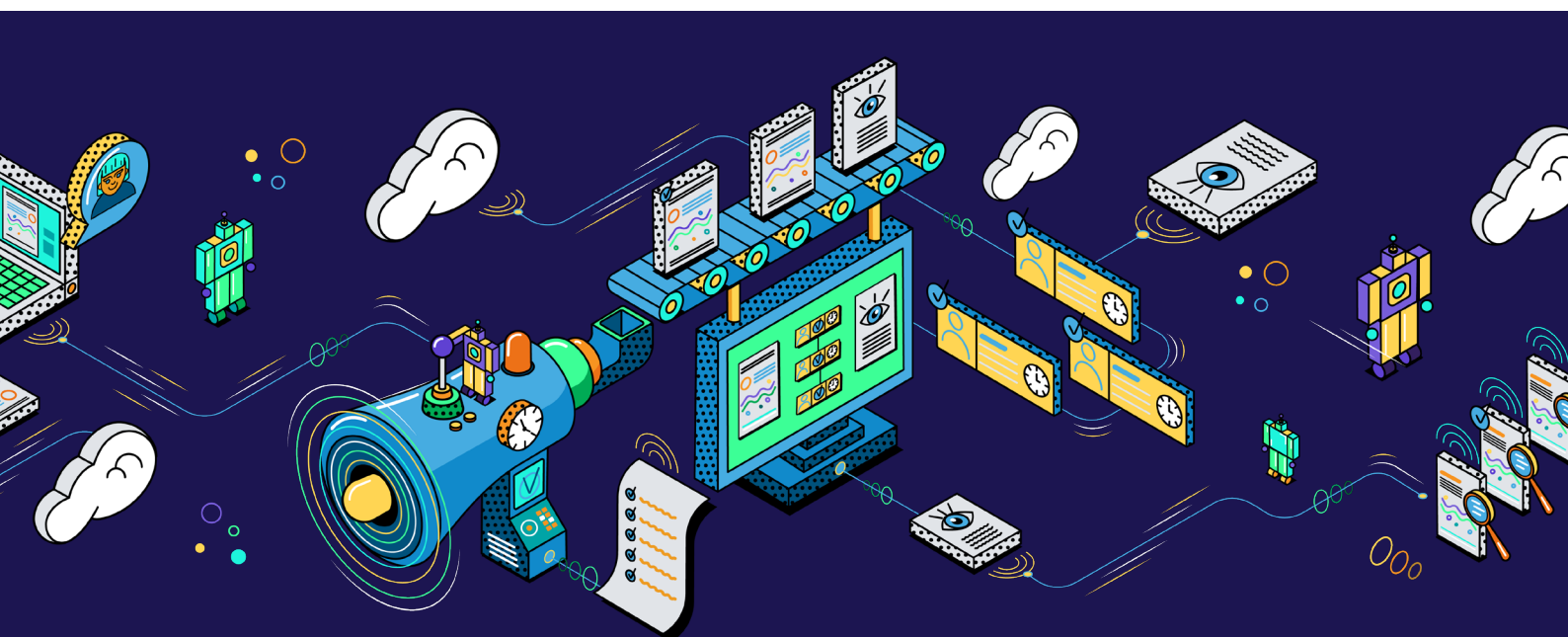
Great Southern Bank's Challenges

One of Great Southern Bank's major challenges was managing all aspects of its marketing projects in a way that would make it easier for them to meet marketing industry governance and compliance standards. As such, its marketing team struggled with several of its marketing processes.

For example, the team had difficulty gathering enough information to start marketing projects. This resulted in a to and fro between departments which, in turn, resulted in inefficiencies and a slower time to market.

The team also lacked visibility over its current and future projects, which made projects challenging to manage and plan. Further impeding the team's planning capability was the fact that it had no visibility into its resources at any given time. Ultimately, the team struggled to manage its marketing workflows.

Admation's Marketing Project Management Solution

As a result of its challenges, Great Southern Bank's marketing team sought a solution that could help it improve its marketing processes. After a diligent search, the team found that Admation had all the features they needed to manage all aspects of their marketing projects.

Firstly, Admation has online briefing features that allowed the marketing team to create customised briefs based on its unique needs. These briefs not only make it easier to obtain all the required information for a project upfront, but also improves consistency and efficiency in the briefing process.

In addition, Admation also offers extensive review and approval workflow features like customised approval workflows, checklists, and online proofing that allowed the team to increase visibility over all its projects and make their processes more efficient.

Benefits

After Great Southern Bank's implementation of Admations marketing solution, the team was able to manage their marketing projects much better from the project briefing stage through to delivery. As such, they were able to complete high-quality briefs before the commencement of every project and were able to effectively manage the workflow of every project.

In addition, the team also had increased visibility over all their projects from a central marketing calendar and understood their resource workload better. This resulted in the ability to plan and manage their capacity better, which leads to increased efficiency and productivity.

More importantly, because the team had full visibility over all their projects and had access to full audit trails for every approval, they were better able to meet industry compliance standards.

Admation's range of resource management tools allows marketing teams to better manage their marketing resources and spread the workload consistently across their team members. This results in increased productivity and efficiency.

Admations cloud-based marketing project management solution allows marketing teams to increase their marketing efficiency by simplifying workflow management and asset sharing across both internal and external stakeholders.

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