

# The mobile shift in client engagement is here to stay

Mobile apps aren't just a trend; they're fast becoming the preferred way of interacting for Australians of all ages.

Offering an app that lives up to clients' expectations is crucial.

Stay ahead of the curve with BT Panorama and our award-winning mobile app designed specifically for advisers and their clients.

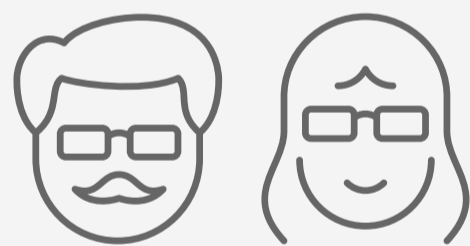
53%

of client interactions with BT Panorama happen through our mobile app.

On average there are **225,000+** client logins via the **mobile app** per month.

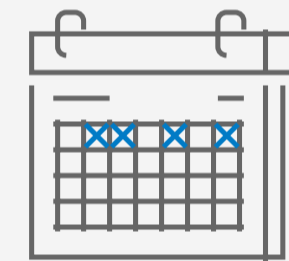
The age group that **most actively uses** our mobile app is

55-64 years



Clients log in on average

6.5x per month.



More than **25,000** unique users access the app each month.

Clients login to our mobile app

2x

as often as they do on a desktop.

*"We're deeply committed to ensuring our advisers can offer the best to their clients. By continuously investing in the BT Panorama app, we're enhancing the overall experience and making sure it's more than just a tool—it's an extension of the top-notch service clients expect."*

Jason Brown  
Head of Platforms Distribution, BT

## Award-winning mobile excellence

For five consecutive years, BT Panorama has received accolades for the 'Best Mobile App' and 'Best Client Portal' by Investment Trends.



Contact your Relationship Manager today and chat about how BT can support you in improving your client experience.

