



The BankLink Service Charter

Working alongside accountants has enabled us to define our service through a set of guiding principles, The BankLink Service Charter. These principles inform both our long-term strategy, and our daily activities.

1. The Accountant is in control

The BankLink Service is designed to meet the needs of accountants; now and in the future. BankLink provides a range of straightforward and robust products and services for accountants. This allows accountants to select the appropriate tools to increase efficiency and productivity, while enabling their small business clients to focus on their business.

2. The Accountant is best placed to select the right tools for their clients

We do not put ourselves between the accountant and their client. The range of easy-to-use tools BankLink offers gives the accountant effective options to match the appropriate solution for each of their clients' particular needs and capabilities.

3. Development is driven by the Accountant

BankLink is committed to investing in the development of products and services the accounting community demands, based on their feedback and the choices they make for their clients. BankLink caters for accountants' needs today and, through ongoing research and development, emerging future needs.

4. Security, reliability and performance are the cornerstones of every product

Every BankLink development is carefully considered, and rigorously tested, with a fundamental commitment to security, reliability and performance. This enables us to deliver the information, products and services accountants and their clients can depend on.

5. Technology is a means to an end

BankLink has always been regarded as an innovator. Yet technology is an enabler for The BankLink Service, not a driver. One size does not fit all, so our focus is on providing accountants a wide range of practical choices – from paper-based to the latest online tools – that allows them to select the best solution for their individual clients.