

# SMS Banking



## Introduction

SMSbanking offers whole new world of opportunities for financial institutions. Managing customer relationships via mobile channels is proving to be revenue generating asset leading to new customer acquisitions and business growth.

SMSbanking offers direct interactive channel for personalized communication with customers in real-time. It is a cost-effective solution with positive impact on brand positioning.

 carrier-grade technical infrastructure enables reliability, a fault-tolerant and cost effective solution.

## Why should financial institutions use SMS?

- **Alerts**  
Account balance enquiries, over draft alerts, renewal alerts, transactions information
- **Internal communication**  
Cost-effective communication between employees which leads to faster process making and achieving goals
- **Marketing campaigns**  
Financial institutions can effectively offer new services via interactive marketing channel

## SMSbanking benefits

- Service Level Agreement (SLA) ensuring top industry quality of service
- Guaranteed delivery of SMS messages
- Absolute security and no storage of sensitive data in transaction
- Alphanumeric originator which allows brand visibility
- Delivery reports from user's mobile device as proof of delivery
- Delivery to end-users mobile handsets within seconds guarantees cost efficient way for direct communication between financial institutions and clients
- 24/7 availability and no location boundaries