

"I hope I've been paid..."

Your customers encounter situations like this every day. They find themselves in needing immediate access their banking information in their everyday lives.

The Customer Value Proposition

CONVENIENT – SMS Banking provides customers with 24x7 access to simple banking services where and when they need it.

"96% of Australians have access to a mobile phone."

- Rubik Financial Research

EASY TO USE – Simply use the keypad of your mobile phone to access your financial information.

TRUSTED – Telephones are a familiar and comfortable device. No additional training is required.

ACCESSIBLE – SMS banking is accessible from most mobile phones, any time a customer needs information.

The Business Value Proposition

ACQUIRE – Reach new personal and business banking customers with this simple extension to your existing banking services.

RETAIN – Ensure you are providing a full suite of banking channel options to retain your existing customers.

SERVE – Extend your customer service proposition to the new realm of SMS banking.

GROW – Improve your brand reputation and grow your market share in desirable customer segments.

SECURE – This information only service ensures your customers privacy and safety.

Features at a Glance

- ✓ Information requests only, no transaction banking functionality
- ✓ Handles Branch & ATM location requests
- ✓ Simple registration process via Internet Banking, Telephone Banking, Call Centre or Branch
- ✓ Email to SMS outbound messaging
- ✓ SMS to Email inbound messaging
- ✓ Provides information requests Eg. ABN, BSB, Telephone number requests, current rates

Customer call-back requests

Anticipate Customer Demand

2008 is the year of Mobile Banking with ANZ, NAB and Bank of Queensland all entering the market. As a result, Mobile Banking will quickly become a service expected by all customers.

Be ready when your customers ask: "Can I bank from my mobile phone?"

Contact us today to find out more

Phone +61 2 9283 5221

solutions@rubik.com.au



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