



BankWorld Mobile

Deliver banking services to your customers' pockets.

For banks that have been searching for ways to complement their Internet, Kiosk or ATM banking channels, or for institutions who are trying to reach the world's vast unbanked market. CR2's BankWorld Mobile puts the bank's services directly in your customers' pockets.

BankWorld Mobile enables banks to deliver personalised products and services to customers via their Mobile handset or Smartphone. Using the same BankWorld infrastructure enables your bank to offer a range of Mobile banking presentation layers pending your customer's preferred method of access for example WAP, SMS or Smartphone.



BankWorld Mobile SMS

BankWorld Mobile WAP



BankWorld Mobile WAP

BankWorld Mobile WAP access enables a customer to conduct the following transactions using WAP:

- Account balance
- Foreign currency exchange rates
- Change pass phrase
- Money transfers
- Utility bill payments
- Authorisation of transactions

BankWorld Mobile SMS

BankWorld Mobile SMS access provides banks with a powerful platform and mechanism for interacting in real-time with their customers over the SMS channel. This interaction can be through customer notifications or events for example:

- Events occurring on customers' accounts
- Servicing customer requests such as balance enquiry
- Delivering bank triggered messages such as targeted marketing

BankWorld Mobile SMS is an effective channel between banks and customers as well as prospective customers.

Push and Pull SMS

2-way SMS (push and pull) enables banks to receive and carry out transaction enquiries from their customers.

- Individual account balance enquiry
- Account balance enquiry for all customer accounts
- Net balance enquiry
- Customer net position
- Paper statement request
- Utility bill payments
- Third party payments
- Fund transfers between own accounts

Event triggered notifications can also be defined by the customer to monitor or track account activity. Bank initiated messages allows the bank to "push" targeted marketing messages to its client base, therefore building on the customer relationship and increasing loyalty.

Push SMS

Push SMS provides banks with the facility to "push" messages to their customers.

- Notification of salary payment, bill reception
- Fraud Alerts: card transactions real time report
- Marketing campaign for the bank or third parties

BankWorld Product Suite also includes:

- ATM
- Internet
- Kiosk
- POS
- IVR

Email: info@cr2.com
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BankWorld for your phone

BankWorld Internet on a Smartphone

BankWorld Internet enables banks to deliver online banking services direct to a customer's Smartphone, delivering powerful Internet banking to your customer's pocket. A range of transactions defined by your bank can be conducted on a Smartphone which include:

- Consolidated view of accounts
- Funds transfers
- Bill payments
- Account statements
- Account enquiry



BankWorld Mobile Benefits

Among the many benefits of deploying BankWorld Mobile include:

- Increase revenue by targeted product and service delivery and effective cross selling
- Expand customer base by attracting the new generation of customers who see mobile phones as an integral part of their daily life
- Reduce Fraud: BankWorld Mobile's integration with BankWorld Internet, Kiosk and ATM provides powerful multichannel authentication
- Increase customer loyalty by providing easy access to self service banking for maximum customer choice

BankWorld is used by more than 126 banks across 4 continents.

BankWorld Mobile customers include:

- Aizkraukles
- Standard Bank
- Bank Muscat
- Bank of Sharjah
- UBSI
- Capital Bank

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CR2 Integrated Self Service Platform

BankWorld delivers a complete suite of electronic channels including Internet, ATM, Mobile, Kiosk, POS and IVR from a single integrated platform. BankWorld's integration across channels will enable your bank to increase revenue through targeted product and service delivery at every point of customer contact. In addition, BankWorld will enable your bank to significantly extend brand awareness by deploying a consistent "look and feel" across channels.

