Worldwide more people own a mobile phone than a bank account. The mobile sphere is changing rapidly with new entrants and more and more new technologies ranging from standard SMS, smartphones and tablet apps, P2P mobile payment facilities to WAP protocols or mobile web browser. The challenge of providing mobile banking increases when banks address this issue with additional siloed channels for each technology, increasing complexity, workload and cost for their organisation.

CR2’s BankWorld Mobile is an all-encompassing mobile banking solution that enables advanced mobile banking services for customers, regardless of the technology used, allowing banks to offer mobile banking the way customers want it.

Read more...
BankWorld on Mobile

Customers always on the move want their bank to move with them, they want more control over the way they bank and need their finances at their fingertips, anytime, anywhere.

Ensuring customers have a seamless banking experience is becoming more vital than ever in guaranteeing your competitive edge. CR2’s BankWorld Mobile enables you to meet these customer requirements while providing advanced services that surpass their expectations and reach new segments.

A Holistic Future-Ready Solution

BankWorld Mobile takes the complexity out of providing banking services over multiple and disparate technologies. The solution offers a single integrated platform that enables advanced banking services regardless of the mobile device, technology or network used. The solution is already optimised for SMS, smartphone and tablet apps, WAP and mobile Web browsers. BankWorld gives you the capability to capitalise on constantly evolving technologies and provide a consistent offering leading to increased customer adoption and retention.

Marketing Campaign and Instant Product Acceptance

Unique to BankWorld is the fact that you can launch marketing campaigns that customers can accept instantly from their mobile phone. BankWorld includes segmentation and cross-selling tools that enable the identification of customers likely to accept an offer. Customers can be targeted through a campaign such as an instant loan, an overdraft, a car loan etc. Once they accept it, BankWorld will automatically process the request and deliver the product encouraging an increased product per customer (PPC) ratio improving profitability and customer satisfaction.

Improved Customer/Bank Interaction through personalisation

BankWorld Mobile facilitates greater interaction and engagement between banks and customers. While providing a seamless experience across all channels, BankWorld enables you to remain in constant contact with your customers. Users can set up preferences for languages and alerts or make requests that are automated and delivered through BankWorld. They can also enjoy secure messaging and be presented with segment-specific interfaces that are unique to their needs. Receiving only tailored offerings maximises sales success and drives loyalty and customer retention.

Peace of Mind Banking

BankWorld provides extra security measures for customers using mobile banking. Through SMS verification, alerts, one-time passcodes and the
A Host of Advanced Mobile Services

BankWorld Mobile enables a rich set of innovative transactions beyond basic balance check, statements or alerts. Sample of unique services:

Money Movement
- Person to Person M-payments (P2P)
- Personalised Payments using nicknames
- Remittances
- Bill presentment and payment
- Pre-paid cards recharge

Security
- Turn ATM card On/Off
- Multi-factor authentication for fund transfers or ATM cardless access
- Stop cheque or report lost card

Customer Experience
- Segment-specific interface
- Actionable alerts
- Instant product acceptance
- 2-way interaction with the bank
- Offline banking viewing on smartphones

- Personalised notifications and preferences
- Customised Alerts: salary received, cash withdrawal, minimum balance reached etc.
- Automated help function
- Contact customer services

ability to use their mobile to turn their card on or off, customers can use their mobile devices to take control of their finances and be safe in the knowledge they are transacting in peace.

Cross-Channel Functional Capabilities

Integrated with other BankWorld channels, BankWorld Mobile opens up an array of functional capabilities. For example, customers can use the mobile P2P facility to send cash via SMS working in conjunction with your ATM network to dispense the cash, ATMs can be accessed without a card using mobile security codes and a beneficiary newly created online can instantly be sent funds from the mobile channel. BankWorld creates a whole new world of cross-channel banking convenience.

P2P Mobile Payments

BankWorld’s P2P payments (shown below) allow bank customers to send money to others with a simple SMS. The recipient is sent an SMS code which they can then use at an ATM to withdraw the money that they have been sent. This type of multichannel coordination represents a source of opportunities to generate new revenue and auto-acquire new customers.

1. Michael wants to send money to his daughter. He simply texts his bank using the command: <EPAY 150 0505423875>
   Michael receives a notification from his bank: “your P2P transaction has succeeded”

2. Emma receives an SMS from the bank and becomes a new customer: “An account has been created…”
   “150 euros has been credited to your account, reply ‘ATM’ to get your one-time token”
   “Your one-time token is 43625 and will expire in 24 hours”

3. Emma goes to the ATM which has cardless access functionality:
   Types her mobile number
   Types her one-time token
   Creates a PIN code
   She now can withdraw the cash or access a wide range of services such as mobile top up, bill pay or even P2P to send money to another person.

BankWorld Mobile Benefits

Increase Revenue
- Generate new transaction based revenue
- Effective cross-selling
- Tailored Offerings
- Sophisticated fee policy
- Auto-acquisition of leads

Improve Service
- Convenient Banking
- Customer in control of their finances
- Advanced services available
- Interactive relationship
- Relevant tailored offerings
- User-friendly

Cut Costs
- Low cost channel
- Integrated solution
- Low cost of maintenance
- Remote support
- 24x7 Automation
- Fraud Reduction
- Future-ready platform
One size does not fit all!

Sample below of mobile and tablet banking using different technologies:

- A pushed offering received by SMS
- A personalised fast & secure payment on an iPhone
- Bill Payment using WAP technology
- Person to Person Mobile Payment on a Blackberry

▼ Your banking application on iPad
CR2’s BankWorld
A Personalised Self-Service Experience

BankWorld Product Suite includes:

- BankWorld Channel Manager: an integrated self-service platform driving a complete suite of electronic channels
- BankWorld on ATM: a powerful suite of solutions including an ATM switch, ATM management, screen design, monitoring and support tools
- BankWorld on Internet: best of breed internet banking solution for retail and corporate clients
- BankWorld on Mobile: mobile banking platform compatible with all technologies: SMS, GPRS, Web and smartphone applications for iOS and Android
- BankWorld on POS: a point of sale acquiring and payment system
- CardWorld: a complete end-to-end card payment, management and processing service

Why Choose BankWorld?

BankWorld is the world’s only integrated self-service platform that enables you to drive all channels regardless of your existing IT system:

With BankWorld, you can:

- Service your customers anytime, anywhere, while at the same time reducing the cost to serve
- Offer personalised services to your customers
- Tailor product offerings across all or selected channels
- Speed up product’s time to launch
- Cross-sell to your existing customers
- Convert leads into immediate sales
- Avail of greater opportunity to generate new fee income

www.CR2.com

Your challenges have a BankWorld solution
CR2 is the leading global provider of innovative self-service banking solutions providing banking institutions worldwide with robust and flexible ATM, Internet, Mobile and POS channels.

CR2 helps retail banks solve their complex business challenges by reducing operational costs, generating new revenue at the self-service channels and improving customer satisfaction through best-in-class technology and services.

CR2’s BankWorld is the only integrated self-service platform available that lets banks actively manage all electronic channels including ATM, Internet, Mobile, POS and Kiosks from a single platform. BankWorld enables banks to design new products, services and screens, provide a personalised offering to customers, cross-sell and upsell products to the right customer at the right time and right channel.

Over 100 banks in 60 countries have adopted CR2’s solutions, driving thousands of ATMs and servicing millions of internet and mobile banking users globally.

Headquartered in Dublin, Ireland, CR2 has a network of well-established offices strategically located in 6 countries (Ireland, Australia, South Africa, India, Russia and in the Middle East) and regional representatives to better service our clients in those regions (Europe, CIS & Baltic, Middle East & Africa, Asia & Pacific).