

Online and Mobile Banking - Saving Costs & Increasing Marketshare

When banks make the decision to implement a comprehensive online and mobile banking platform, they can bring these convenient services to market at a relatively low cost compared to other IT systems. In a time when everyone is watching their finances much more closely, bank customers are craving for information on the go, which is creating the perfect opportunity for banks to extend the reach of their services using the most personal possession for consumers - the mobile phone. Plus, mobile banking usage is widely seen as a prelude to using handsets for making payments, so now is the time for banks to roll out their mobile banking program.

Mobile banking provides anytime anywhere access for your bank customers to their account information. Mobile banking reduce a bank's costs of doing business, for example a bank offering mobile banking could expect to receive fewer calls from customers to the call center to obtain their balance and history. One of the offerings of mobile banking would be on-demand text messaging. This enables bank customers to input a five digit (short message code) and obtain their balance or history. Mobile banking facilitates viewing account history, transferring of funds, ability to view and pay bills. For security, and by design, they are not able to set up a new bill payee.

Overall, bank customers are generally loyal to their bank - to a point. They are more likely to maintain their relationship with the bank when they feel confident they are able to receive the services that they are hearing advertised by other financial services providers. One of the hottest new services by far is mobile banking and text messaging. Customers like to know their bank is staying current with what is happening with new technology. You may hear some refer to the stickiness factor. Once a bank customer has established bill payment with the bank, they are less likely to jump to another financial institution, and the ability to access and easily pay their bills via mobile banking can be a great customer retention tool. In addition, mobile banking is an avenue for banks to reach new audiences and grow their business.

Offering mobile banking to customers is providing a much needed service during this current economic storm. The mobile channel is increasingly being perceived by consumers as a way for people to track and control their financial status in a more immediate manner during the economic crisis. Bank customers are able to access and review their account at all times with their mobile device. One might expect with tight cash flow the need for additional transfers (for example from savings to checking). Bank customers are closely monitoring their accounts, and can use mobile banking as a way to reduce unneeded spending, and keep a close eye on their balances and accounts. An added bonus is that mobile banking adds a whole new level of security to banking by providing customers with the ability to monitor their accounts to guard against any possible fraudulent activities which many feel is a needed precaution during these difficult times.



Pamela Livingston joins MShift bringing a wealth of experience in providing relevant, reliable, state-of-the-art technical solutions to businesses. Among her fields of expertise are secure wireless data transmission, interactive multimedia presentations, digital video encoding, multimedia authoring systems and video on demand. Her background includes international sales, marketing and development management positions for major corporations including Panasonic North America, a division of Matsushita Electric Corporation, Phillips Electronics, North America, Digital Video Systems, Inc. and Microware Technologies, Inc. Pamela strives to build strong business relationships that will lead to ongoing strategic alliances in the competitive digital banking and eCommerce marketplace.