

FNB connects customers with own SIM cards

In a banking first for South Africa, FNB is to offer its customers its own SIM cards from 15 June 2015. This will allow its flexible mobile services to integrate into its banking systems seamlessly.



Currently it offers ADSL and 3G data rewards through its FNB Connect offering, which will now be expanded to include mobile voice and data products. The bank is already established in the telecommunications space with over 2 million customers topping up with airtime and bundles monthly and over 285,000 discounted smart devices sold since 2011.

"Mobility and banking innovation are now synonymous in the minds of the bank's customers and we are excited to launch this as the next step in our digital evolution," says Jacques Celliers, CEO of FNB.

SIM cards will be sold separately from devices and customers will be able to choose from a range of mobile voice and data products.

The integration of this offering with digital platforms such as FNB's Online Banking will afford customers the benefit of a single login to manage their financial and mobile accounts simultaneously. This provides peace of mind knowing that the same advanced security that protects customers' financial accounts will also protect their mobile accounts.

Customers will also have the option to port their existing cellphone number easily through FNB's electronic banking channels.

"The core offering will be the Flexi Package, which is unique as customers can manage their account by creating their own mobile package and have the ability to change it every month," says Ravesh Ramlakan, CEO of FNB Connect.

In addition, the bank will also be the first to market with a prepaid Auto Top-Up recharge feature where customers will be topped up automatically when their airtime balance drops below R5. Transparency and the ability for customers to control their spend are made possible by electronic features such as real time call transaction history, ability to set bill limits and setting notifications.

In line with the bank's strategy to encourage customers to use digital banking rather than branches, the ordering and activation of a SIM occurs on digital platforms. Other self-service options include SIM Swap, Block your SIM and activation of international roaming calls through Online Banking. Customers will also have the benefit of qualifying to earn up to 40% back in eBucks on any FNB Connect mobile offering from 1 July this year.

"The banking landscape has evolved tremendously and, with the help of technology, we are able to enrich the customer experience. We believe that this valuable service will assist customers with the opportunity to do their banking and mobile services from one platform. This is yet another innovation aimed at offering our customers the benefit of integrated and seamless mobile services which inter-operates across existing platforms," concludes Ramlakan.

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