

kiwi bank

bank anywhere™.....+

For Kiwibank customers the bank never closes. Paying a bill, transferring funds, or making a deposit to someone's account is as close as their mobile phone. With Fronde bank anywhere™.....+ Kiwibank has given its customers fingertip control over their finances and the choice and freedom to bank anywhere, anytime.



The Challenge

Banking is highly competitive. Kiwibank needed an edge that would make it stand out in an otherwise saturated market. Instead of relying only on setting competitive interest rates and low fees, Kiwibank set the precedent in the evolution of leading-edge mobile banking services.

Kiwibank CEO Sam Knowles says "Mobile phones are the way young people communicate and it's clear that they want access to their bank accounts anywhere and anytime".

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The Solution

New Zealand bank Kiwibank is the first major bank to offer its customers the Fronde Anywhere **SmartBank™** service from the bank anywhere™.....+ suite. Kiwibank is marketing their **SmartBank™** service as Mobile Banking, it is the latest service to be delivered within their mobile banking roadmap, which completes their rollout of the bank anywhere™.....+ portfolio.

TXT banking

Kiwibank was first to market in New Zealand in 2004 with text banking, a real-time solution that is available 24/7. Once subscribed, customers can quickly find out their balance by texting BAL to 5494 or check out account activity on their last five transactions.

Alerting

The second phase of Kiwibank's pioneering mobile banking services was alerting. Also subscription-based, Kiwibank's alerting services enable customers to keep track of their finances by sending them a text message alert when their account falls below a nominated amount or when a deposit has been made to their account.

Mobile Banking

Kiwibank's most recent mobile banking service enables customers to do actual banking transactions over their mobile phone. Kiwibank customers can now access the full range of banking services anywhere, at anytime. Security is an important concern for Kiwibank, and their Mobile Banking service is backed up by **SmartBank™**'s extensive security features which include 128 bit SSL encryption, embedded two factor authentication and session management identifiers. These provide unparalleled protection to both the bank and its customers.

Smart mobile banking services work on all types of mobile networks and are available on a wide range of mobile devices.

By downloading the secure java-based applications and using the drop-down menu customers can:

- + Make a bill payment
- + Make a payment to any NZ bank account
- + Transfer funds between Kiwibank accounts
- + View previous transactions
- + Access account balance information.

The Success

The uptake of Kiwibank's text services has been phenomenal. Registered text banking customers are checking their balances on an average of over nine times each per month; and total monthly transaction volume is over seven times the original forecasts. Kiwibank is as happy with the service as its customers; registered text banking customers have transitioned away from more expensive retail banking channels to bank via their mobile. With the launch of its new smart mobile banking services, Kiwibank continues to build on its brand profile as a leader in innovative banking services and is one of the first banks globally to offer its customers the opportunity to pay anyone at any New Zealand bank via their mobile.

"I'm really happy with the relationship that has developed between Kiwibank and Fronde Anywhere. The enthusiasm and expertise of the Fronde Anywhere team has been a positive factor in helping us beat our competitors to market. First with TXT banking and alerting, we now offer customers ultimate ease and convenience with full featured mobile banking."

Steve Ferguson, GM Distribution, Kiwibank

About Kiwibank

Kiwibank is the new bank on the block. After starting up in 2002, this New Zealand-owned business quickly established itself as innovative and technologically advanced. Personal service, low fees and very competitive interest rates have seen Kiwibank attract over 500,000 customers. Kiwibank's parent company is New Zealand Post.



About bank anywhere™

Kiwibank's mobile banking services are powered by Fronde bank anywhere™ which delivers a robust, ultra-secure, flexible platform that enables banks to offer a tailored mobile banking service with increasing levels of functionality.

- + SmartBank™ : **secure** anywhere, anytime access to a wide range of banking and payment services
- + TxTBank™ : **fastest** way to request information about bank accounts
- + BankAlert™ : **instant** notification about finances.

About Fronde Anywhere

Fronde Anywhere offers mobile banking, payment and two factor authentication solutions for retail banks and the wider financial services industry.

Fronde Anywhere is part of the Fronde Systems Group, which serves clients in Europe, North America, Australasia and South East Asia from its offices in London, Singapore and New Zealand.

For further information on the bank anywhere™ folio or to request a demonstration please contact sales@frondeanywhere.com or view our website www.frondeanywhere.com

