

"Assisting" in informed decisions

MESSAGING IN FINANCIAL SERVICES

Banking Services

Savings

- Daily / weekly reminder of Account Balances.
- Alerts on Balance below a specified limit.
- Salary credit/ cheque deposit in the Bank.
- Cheque bounce alert.
- Alerts on change of savings interest rate.
- Enquire Bank balance.

Bill Payment

- Reminders of bill due date.
- Bill payment transfer through mobile.
- Alerts on new products/service.
- Send monthly applicable Bank charges.

Services

- Order demand draft.
- Issue stop payment notice.
- Order cheque book.
- Enquire exchange rates.
- Personalized messages to premium customers.

Loans/Credit

Auto/Home/Student Loan

- Reminders for EMI payments.
- Alerts on change of interest rate etc.
- Cheque bounce / honour alert.
- Enquire loan/credit status.
- Alerts on new schemes/promotions.
- Special loan offers to premium customers.

Credit Card

- Credit limit exceeded.
- Monthly status of reward points.
- Alerts on new schemes/promotions.
- Report lost/stolen card.
- Enable payment transfer through mobile.

ValueFirst's USP

- Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown.
- Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators globally.
- Redundancy of servers with load balancing, failover mechanism, least cost routing.
- Highly configurable products - processes can be configured on-the-fly.
- Least time to market – deployment typically is done in one day.
- The most scalable solution in the industry in terms of architecture.
- 24 * 7 support.

Insurance

Auto/Life/Property Insurance

- Reminders of premium payments to customers.
- Policy renewal reminders.
- Customers checking claims status.
- Weekly updates of targets to field sales force.
- Alerts of product launches to sales agents/ customers.
- Pull any left-over mandatory information required in the form from the consumers.
- Lead distribution to sales force.

Health/Pet/Agri-business Insurance

- Tips on health-care/pet-care/crop-care.
- Policy renewal reminders.
- Customers checking claims status.
- Weekly updates of targets to field sales force.
- Alerts of product launches to sales agents/ customers.
- Pull any left-over mandatory information required in the form from the consumers.

Investments

Stock Trading

- Information on predefined price triggers.
- Allow remote query of stock prices.
- Day trading tips.
- Tips before the opening of markets.
- Daily highs and lows.
- Alerts on DP transaction.
- Margin alerts.

Mutual Funds/ Bonds

- Enquire NAV status.
- Alerts on change of interest rates.
- Promotional messages on introduction of new schemes.
- Alerts on cheque bounce.
- Enquire status of redemption.
- Alerts on high and lows of mutual fund/bond prices.

Opportunity for Alternate revenue stream

– Case Study (Citibank and HDFC Bank)

- Mobile Services can be a significant competitive differentiator for the Financial Institution, which it can use to charge a premium from the customers.
- The case in point is, Citibank and HDFC bank (India), they charges a fee from its customers to provide a secure Mobile Banking solution.