

## SMS BANKING



SMS Banking is a service that allows customers to access their account information via mobile phone.

SMS banking services are operated using

- 1- Push Messages
- 2- Pull Messages

1- Push Messages: - are those that the bank chooses to send out to a customer's mobile phone, without the customer initiating a request for the information.

Examples - Mobile marketing messages or messages alerting an event which happens in the customer's bank account, such as a large withdrawal of funds from the ATM & onetime password (OTP) etc.

2- Pull messages: - are those that are initiated by the customer, using a mobile phone, for obtaining information or performing a transaction in the bank account.

Examples - account balance enquiry, new ATM Pin generation, blocking/ unblocking of cards or requests for current information like currency exchange rates and deposit interest rates, as published and updated by the bank.

Advantages of SMS Banking:

- SMS Banking allows customers to request and receive banking information from their bank on their mobile phones.
- Customers can manage bank accounts, check account balances, send cheque requests and pay bills.
- It is convenient because customer don't have to go to a bank to complete a banking transaction.
- It's quite discrete, so customers can view it when they are doing everyday jobs and don't have to set aside time to go to the bank.
- The SMS banking channel also acts as the bank's means of alerting its customers, especially in an emergency situation, for example when there is an ATM fraud happening in the region, the bank can push a mass alert (although not subscribed by all customers) or automatically alert on an individual basis when a predefined 'abnormal' transaction happens on a customer's account using the ATM or credit card.

Hence SMS banking is one of the best available banking channel to conduct our day today banking transactions with ease & comfort so have you enrolled your mobile number with your bank??