

Nota de prensa

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The launch of the Movidilo Banking solution brings banking right to the mobile handset

Personalised banking over the mobile handset from anywhere is now a reality for us all to enjoy to the full. The notion of mobile banking has always been attractive, but it has been stymied by several hurdles such as issues concerning weak security, poor interfacing, and integration with banking processes. But Movidilo, thanks to its powerful and unique platform has risen most successfully to the challenge and smoothly overcome these difficulties.

The Movidilo Banking solution allows customers of banking entities to perform day-to-day banking activities with utmost ease in a secure, user-friendly multimedia environment, all from their handset. They have a plethora of activities at their fingertips such as, find out the status on their current accounts, credit and debit cards; carry out transfers nationally and internationally, monitor their accounts, setup personalized alerts for their accounts and cards, even select their preferred language, discover where there are branches and ATMs, and perhaps to subscribe to financial news, to name but a few. Even when the customer finds that he or she would prefer switch to a voice recognition-based channel, or to talk directly with an agent at the bank, that transition is smooth and seamless: This certainly counts as one of the unique features of the Movidilo banking solution. The interface of this brand new solution has been carefully designed to be comfortable, easy and simple to personalise for the user.

Security has truly been leveraged in this solution by embracing tough policies that have been built into it. Stringent user authentication and identification, be it the customer or the bank itself, has been modelled on online banking practices. Communication between the user and the bank is also conducted across a secure internet-based connection like the way it is done in online banking. Actual operations regarding monetary transactions are also password-based, protecting both the customer and the bank against fraudulent practices. The way the solution is designed, possibilities of criminal identity robbery due to phishing has also been bypassed: something that has been a big concern to date. As soon as the customer terminates any banking activity, no trail whatsoever is left behind on the handset; this ensures against physical robbery of the mobile phone itself.

For banking entities, this adds unprecedented value to their business. By merely offering yet another self-service channel through which their customers can communicate with them – which happens to be a well- designed, secure, multimedia and multimodal solution that really caters to the needs of both sides – they already increase customer satisfaction. This in turn, has a domino effect on better customer loyalty and retention. Not only is this integrated with banking transaction systems but it enables banking entities to track and generate statistics on the usage indicators of their services by customers, whether these are online or not. All solution updates are transparent and seamless to both the end-user and the bank, ensuring that the relevant content and actions, as well as data are automatically refreshed as soon as an end-user re-accesses the banking solution. Furthermore, the banking solution can be profiled according to their preferred segmentation of their customer base.

Where else does this solution take banks to? It opens up a whole new world of possibilities with innovative cross-marketing and sales strategies that the Movidilo environment can easily support in a new marketing communication and promotions channel. Real-time marketing promotions, sales contents and actions can be pushed to the end-user far more successfully within a mobile phone channel and better monitored, including campaigns profiled for specific customer segments.

Domingo López, CEO of Movidilo points out, "Our new banking solution is one of the highly practical ways we can exploit the potential of our unique platform and create ground-breaking self-service solutions. It marks the beginning of a new way of customer service that can position banking entities in the vanguard of their business. Movidilo, and its unique technology, has already been recognized as supporting our customers in that fashion very successfully."

About Movidilo

Movidilo is a new company that deals in the provision of advanced self-service and value-added multimedia solutions in mobile handsets, formed as a subsidiary of Ydilo A.V.S., the leading company in solutions for Contact Centers and managed services through advanced voice recognition technologies.

The Movidilo multimedia/multimodal solutions platform was first developed in 2005 and has recently become a technology of reference among large corporations nationwide for the provision of advanced mobile self-service multimedia services.

Movidilo technology has been internationally recognised and is currently pending US patent, confirming its position as one of the world leaders in the provision of multimedia solutions for mobile self-service.
