

BlackBerry Customer Success Story



Banesco Banco Universal, C.A. (Banesco) is one of the largest financial institutions in Venezuela. With 500 branches and 14,000 employees across the country, it provides banking products and services to individual, commercial and corporate clients. Banesco is a multinational organization with operations in the United States, Panama, Dominican Republic, Puerto Rico and Venezuela. In each of these countries, Banesco operates independently from the other institutions and is governed by the applicable local law.

The Challenge

Banesco offered customers three ways to manage their banking activities such as making transfers, viewing bank statements or paying bills; in person, over the phone, or online. Each approach had its limitations, both for the bank and for its customers, and to remain competitive, Banesco needed to differentiate itself from its competitors.

Internet access was only available to a minority of the bank's customers that had a computer and Banesco's online banking service. And those with online access didn't use the online service to its full capacity. Uncertain of the Internet, many of Banesco's customers only used it to check their account balances but still drove to the branch to make transfers or payments.

Physically going to a Banesco branch meant that customers needed to spend time driving through traffic and waiting in line ups at the bank. It also meant that Banesco had to make investments to hire and train branch supervisors and staff to support customers who came in.

Industry:
Finance/Insurance

Region:
Latin America

Company Size:
Large Enterprise
14,000 employees

Email Platform:
IBM® Lotus® Domino

Solution:
BanescoMóvil by Synergy
Global Business C.A.®

Recognizing the importance of happy customers, Banesco knew that they had to look beyond in-person, over the phone and online banking in order to gain a competitive advantage.

The Solution

Considering that a limited number of Banesco's clients used their computers to manage their accounts or do bank transactions online, Banesco deployed a customized mobile banking application for BlackBerry® smartphones and the BlackBerry® PlayBook™ tablet. The application is named BanescoMóvil, and was developed in partnership with BlackBerry® Alliance Program Member Synergy Global Business C.A.®

The BanescoMóvil application can be downloaded by simply clicking on a browser link or downloading it from BlackBerry App World™ storefront. Banesco customers can also download the application directly to their BlackBerry

Venezuelan Bank Turns Managing Accounts into a Simple Task with Help from BlackBerry Smartphones and BlackBerry PlayBook Tablets

Key Benefits:

- More convenience for customers
- Increase in remote banking transactions
- Decreased traffic in branches and call centers
- Enhanced communication with customers

“As most of our customers already use and are familiar with the BlackBerry smartphone functionality, it was a natural next step for us to offer the BlackBerry mobile banking solution. Our customers have been very happy

~ **Patrica Rago, Vice President of Product Management and Payment Services, Banesco Banco Universal, C.A.**

smartphones by scanning the BanescoMóvil barcode located on the bank’s website. Users are then required to log-in with the username and password they use to access Banesco online bank service via the Internet.

Using BanescoMóvil, individual and corporate customers can check bank account balances, view statements and track account activity from their BlackBerry smartphones. They can also pay their credit card bills - even those issued by other banks - and certain utility service bills such as phone or cable. In addition, users can transfer funds to other Banesco accounts, or to and from accounts held at other banks.

“We selected a BlackBerry solution because its user-friendly features make it simple to access and navigate for our customers,” said Patricia Rago, Vice President of Product Management and Payment Services for Banesco Banco Universal.

Users of BanescoMóvil can access the application directly from the BlackBerry smartphone or BlackBerry PlayBook tablet. This means users can also check their account balance, transfer money from Banesco’s accounts and from accounts of other banking institutions, pay for telephone services from certain providers, access Banesco online services and view news and institutional videos, all remotely and directly from their BlackBerry smartphone or BlackBerry Playbook tablet.

Banesco’s customers receive SMS messages from the bank to alert them about activity in their accounts, such as cash advances, payments or transactions. Users also receive information about special promotions and general news about the bank delivered directly to their BlackBerry smartphones.

www.blackberry.com/go/success

Banesco Banco Universal’s Benefits

The BlackBerry solution provided Banesco customers with an additional way to make fast, easy, convenient payments, and check account information.

The implementation of BanescoMóvil drove more transactions out of the branches, which means more business without additional congestion.

“As most of our customers already use and are familiar with the BlackBerry smartphone functionality, it was a natural next step for us to offer the BlackBerry mobile banking solution,” said Rago. “Our customers have been very happy with the convenience of BanescoMóvil, which is translating into increased business opportunities.”

Banesco found that customers were benefiting from receiving special promotions and offers delivered directly to their BlackBerry smartphones and BlackBerry PlayBook tablets, which has increased the number of customers who take advantage of special offers.

The BlackBerry smartphones enabled Banesco to exploit and better leverage social media, as customers are also using their devices to access the bank’s Facebook® and Twitter® pages. This has helped to drive more direct communication and interaction between Banesco and its customers, which has been a great way to stay in touch and receive feedback that helps Banesco continually improve customer service.



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