Banca Intesa

A new way to interact with the Bank that delivers unquestioned convenience to the end client combined with the accessibility and security of a proven technology

"This new service represents a truly new way of banking whereby the clientele can interact directly with the bank in real-time; it will help make Mobile Banking the most widely used remote channel offered by Banca Intesa."

The Client

Banca Intesa was created in 1998 through the integration of the Cariplo and Ambroveneto banks. In 1999, Banca Commerciale Italiana joined the group, which on January 1, 2003 became officially known as Banca Intesa.

Banca Intesa was the first strategic response by an Italian banking group to the shifting competitive environment within Europe, which resulted in considerable consolidation of the financial sector.

Application

Enable the retail client base to conduct real-time mobile banking transactions via portable devices, cellular phones and palmtop PCs.

Objectives

- Extend remote banking services
- Build client loyalty
- Optimize general efficiency

The challenge

The Intesa online Mobile project answers both commercial as well as distribution concerns. From a commercial standpoint, the service responds to a precise market need: the bank's clients required real-time access to their individual financial portfolios and the ability to actively manage investments.

The solution needed to guarantee accessibility to the entire client base, including those clients who were less technologically inclined and did not feel that online banking channels, such as Internet, were easy to use.

Intesa online Mobile, in addition to helping promote loyalty within the client base, increases the level of service perceived by the client and signals that the bank is attentive to the evolving needs and attitudes of its customers.

Furthermore, Intesa online Mobile has the potential to reduce the reliance on physical points of contact with the client, including branches and ATMs, and reduce the number operations, such as the distribution of account information, that provide little value-add for the bank. By transferring part of the services currently rendered by the branches directly into the hands of the clients, Mobile Banking by Banca Intesa increases overall efficiency while providing a higher level of service for the customer.

The Solution

Intesa online Mobile is the latest service to be offered within the Intesa Online portfolio and is designed to provide the entire retail client base with the ability to conduct mobile banking transactions via portable devices, cellular phones and Palm PCs.

To address the needs of those clients who are not technologically evolved and therefore require an easy and straight-forward service, Intesa online Mobile offers a base package that allows the client to automatically receive updates regarding his account balance, credit card statements and investment portfolios via an informative SMS (the nature and frequency of updates varies based on the individual product). The client is also able to instantaneously request an updated account overview via SMS.

Clients who require a more advanced service, including those who actively manage their investments as well as those who easily utilize Internet and mobile technologies, can select from one of the advanced functionality packages offered by Intesa online Mobile. These packages, available in multi-channel, are accessible via the most recent devices including WAP phones and palmtop PCs.

Competitive Advantages

Service activation, which was initially limited to existing Internet clients, is now possible via ATM machines, branch offices and will soon be available via telephone banking. The multi-channel activation is part of a consolidated strategy to expand diffusion and use of remote banking services, and includes the bundling of mobile services within checking, savings and credit card accounts.

From an economic standpoint, the fee structure is based on a pay-per-use model instead of a flat service charge. This structure allows the bank to realize economies of scale generated by widespread service distribution, and as a result recuperate its technology and marketing investments.

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