

# FNB create smart connections to app

FNB is expanding its lifestyle offering and smart tools on its app to help customers navigate life and business.



Source: supplied. FNB CEO, Jacques Celliers

*The key new features on the FNB app include a single marketplace for home, car and services.*

- A new car peer-to-peer marketplace to list a vehicle in minutes, get an instant value estimate, and chat securely with thousands of WesBank pre-selected potential buyers.
- Home services marketplace includes professional services like accountants, tutors, and gig workers.
- A new BETA "My net worth" feature on nav» Money to auto-snapshot your net worth.
- A new nav» Care solution for customers to donate cash or eBucks to good causes in under 60 seconds.

"In addition to our existing lifestyle offering which includes telco and travel on the FNB App, the smart nav» tools demonstrate our commitment to delivering contextual innovations to our retail and commercial customers via our digital platform," says Jacques Celliers, FNB CEO.

"As an integrated financial services provider, we believe that there is a great opportunity to create smart connections among customers through our dynamic data capabilities and single secure platform. This is all enabled through the power of being a platform business," he adds.

## Shared prosperity

Celliers says FNB recognises the need for shared prosperity, whether it's helping communities, helping grow small businesses or helping customers improve on their money management journey.

"During the nav» Care pilot, we have raised R1.5m in donations and since launching nav» Home services marketplace last year, we helped grow over R1.5m in revenue for small businesses.

"We have also helped over two million customers with their financial journey with smart money management tools with nav» Money," he says.

"In the past year, we helped our customers with relief in excess of R100m in balances.

"Recently, we allocated R21.5mn to support social relief programmes and humanitarian organisations to provide essential care and support to people, businesses, schools and communities affected by the July unrest," says Celliers.

For more, visit: <https://www.bizcommunity.com>