

## Absa goes mobile

The rapid up-take of mobile handsets, low cost of mobile data and the increasing number of mobile Internet users in South Africa has encouraged Absa to launch its mobile portal. It provides existing and potential customers with a single entry point to interact via the mobile Internet (WAP).



With a client base of over 5.5 million customers registered for NotifyMe, nearly two million cellphone bankers and over 1.2 million internet banking customers, the bank strives to retain and grow its customer base by delivering a customer experience that is unique and clearly differentiated.

The portal is positioned as the most convenient mobile point for customers to access cellphone banking (WAP), general information on its products and services, and click-to-call functionality. It also offers tools such as ATM and branch locators, a repayment calculator and value added mobile services.

For more details on the service go to [www.absa.mobi](http://www.absa.mobi).