

Portrait Provides Key Customer Interaction Solutions for MoBank, the new Banking and Payments Service

Published Date: 17 February 2009

Key technology and solutions from Portrait Software are providing customer interaction processes and applications in support of MoBank's new mobile banking service launching in March. Portrait solutions will manage and optimize customer interactions across multiple channels.

MoBank is a mobile banking service that works with your existing bank account to let you buy and pay for things direct from your mobile phone. It is a new entrant in the marketplace providing a convenient and secure service which allows people to make day-to-day transactions and administer their personal finances any time, any place and from any Internet connected mobile device. Offering a consistent and easy-to-use interface, MoBank can gateway a variety of services to its customers including payments (such as sending gifts or topping-up Travel Cards), banking (for checking balances), bookings (for cinema or train tickets) and also paying for downloads. Targeting the 25-35 age group the initial channel for the service will be mobile phones, backed up by an outsourced contact centre.

MoBank chose Portrait Foundation as the customer interaction hub, holding customer data and transactions, and for deploying the key business processes such as sign on, registration and account opening - with security and validation being key components. The licence agreement was based on number of users and also includes Portrait Interaction Optimizer and Portrait Customer Analytics which will be deployed as this new service is rolled out this year.

"We are delighted to be a development partner in this exciting new offering - the unique MoBank service is fundamentally powered by Portrait technology which reflects the flexibility and proven capabilities of our software," said Kieran Kilmartin, Global Director of Marketing, Portrait Software. "The easy integration with existing systems and data repositories, and multi-channel capabilities will enable MoBank to deliver a personalised and relevant customer experience whilst maintaining profitable customer relationships," he added.

Interaction Optimizer will be used for deployment of multi-channel, 'best next action' prompts. It produces the most accurate, targeted sales, service and retention recommendations for each individual customer at the specific moment of their interaction enabling MoBank to present relevant marketing offers to customers when they want to be spoken to. Customer Analytics will enable MoBank to perform rapid campaign segmentation and data mining, profile their customers, and produce predictive models for life time value and profitability.

This powerful functionality will enable MoBank to analyse channel and location data and, with their commercial partners, deliver more highly targeted, personalised marketing to customers 'on the go'.

"We want to provide our customers with intuitive banking services. We treat customers as individuals, and enable them to transact when and where they want," said Dominic Keen, COO, MoBank. "The functionality and integration capability of Portrait means we can provide a highly personalised service."

Nick Randall, CEO of Portrait Software commented, "We are pleased to be selected by MoBank to work with them in developing this innovative new service and it is testimony to the power and flexibility of the technology. Our proven expertise in enabling customer-focussed organisations to optimize customer interactions will equip MoBank to create a connected customer experience and convert their inbound channels into profit centres."