

Ecobank launches mobile banking app

LAGOS, Nigeria - Ecobank has launched the Ecobank Mobile App, an instant and convenient way of banking via the mobile phone. It is the first unified app delivered by any institution for use in 33 countries.



Group CEO, Ade Ayeyemi unveiled the new app at a large product launch in Lagos, which brought together a wide range of customers, including students, various professionals, traders and transporters. Ecobank board members, shareholders, staff and media were also present at the event.

The Ecobank Mobile App uniquely leverages the power of digital to deliver real convenience to customers. The App gives Ecobank the scale and capacity to achieve its target of attaining 100 million customers in a profitable and sustainable way.

The new app enables customers to open a new digital account with no more than a few clicks, with no paper references.

Ayeyemi explained: "The Ecobank Mobile App opens up opportunities for customers by allowing them to shop, transact and do business without cash. At scale, this will be transformational for Africa. Through its purchasing power and Ecobank's partnerships with Visa and Mastercard, the Ecobank Mobile App will be an accepted means of payment. With its removal of barriers to entry and affordable price points, the Ecobank Mobile App will empower the consumer to be on the move."

Ecobank's group executive for consumer banking, Patrick Akinwuntan, said: "This product launch fulfils our promise to create relevant solutions for consumers. With the Ecobank Mobile App, Ecobank customers can now make and receive

instant payments across 33 African countries on their mobile devices. They can also pay in store with their mobile phones. This is genuine convenience delivered to our consumers.”

At the launch, Akinwuntan demonstrated how to make a payment, how to send funds, and how to receive money from merchants using Ecobank Masterpass QR technology. He also showed that opening an XpressAccount was an instant and easy transaction.

Ecobank Nigeria’s managing director, Charles Kié, said: “Nigeria is a leading hub for entrepreneurship and technology for Ecobank. This is why we chose Lagos as the venue to launch the Ecobank Mobile App. This new product will allow customers in Nigeria and other affiliates across our vast network, to grow their businesses by giving them a convenient and secure way of banking.”

The new platform reduces the need to carry cash. It gives customers the opportunity to deposit money through a mobile transfer.

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