



President's Message

I am pleased to share that Access M-banking platform has been very well received in the market. It is our latest offering in the managed services market using worlds leading Fundamo mobile banking software solution.

I would like to extend special felicitations to MCB Bank on the successful launch of MCB Mobile banking (www.mcbmobile.com). MCB has finally delivered a solution that delivers rich functionality to the customers in an easy to use format. This has been validated by registration of over 21,000 customers and over 160 Million Rupees worth of transaction in a span of a couple of months. It is indeed a good omen for the industry and the end customers that true mobile banking has finally arrived in Pakistan!

I wish MCB continued success and hope that upcoming launches by other customers will meet with similar success, *Inshallah!*

Announcing the launch of millions of branches.

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News In Focus

MCB Bank becomes the first bank in Pakistan to implement FUNDAMO Mobile Banking in collaboration with Access Group

MCB Bank Limited, one of the largest banks in Pakistan, recently announced the launch of their mobile banking service, as the **“Launch of Millions of Branches, because now your mobile phone can be a bank”**. This has been a roaring success with over 21,000 customers registered, over 180,000 transactions amounting to over 2000 million dollars already under their belt. MCB, is set out to use its advantage in Mobile Banking and commerce space, to create segmented financial products and services, in order to reach out to new and previously untapped markets.

Access Group, the regional partner of Fundamo Mobile Banking Platform, implemented the platform at MCB Bank. The service allows customers to check their account balances and mini statements. They can also make a host of payments including utility bills; mobile top ups and

peer to peer funds transfers.

Fundamo & Access Group are working side by side with MCB to develop new and innovative value added services. These services would enable customers to perform most of their banking transactions using their mobile phones, without visiting any bank branch.

Also in the pipeline are products and services, which will broaden the access to financial services for the under banked and un-banked segments of Pakistan. These branchless banking products will enable MCB to tap into a large bankable population with mobile phones, but no bank accounts.



Access Group works with Silk Bank to offer the best Satellite Solutions

Access Group's valued client SILK BANK, formerly known as Saudi Pak Bank, is well known amongst fastest growing commercial banks across the nation today. Having a countrywide branch network; Silk Bank has full service license covering corporate, retail banking, consumer and investment banking activities in Pakistan. Silk Bank has a domestic network consisting of over 35 branches, with coverage in almost every major city across the nation.

With a rich customer base and fast growing branch network, Silk Bank needed a network solution capable of providing uninterrupted connectivity 24x7 in locations where network connectivity is an immense issue.

As a solution Access Group offered Silk Bank the most exclusive Satellite broadband connectivity technology in the

global market “IDirect VSAT”. This satellite solution has the capability of integrating and connecting distant located branches to the central hub station directly via satellite. This procedure is known to be secure, reliable, efficient and effective while allowing a rapid data transfer.

Access Group has completed a project of more than 18 branches successfully on time, fulfilling all commitments of quality service and is working to words timely completion for the remaining few branches.

Solution In Focus



Inside view of Oracle Siebel Collections

The Siebel Collections System offers the best business practices built in its workflows. Siebel Collections offers financial institutions the capabilities to perform the collection function with simplicity and ease. It enables organizations to keep track of delinquent accounts, develop and execute collection campaigns and capture customer response.

The collection Module's features are:

- **Collection System** allows a company to identify delinquent accounts and arrange them into predefined lists so agents can follow up and obtain payment
- **Delinquent accounts** can be grouped into buckets, for example of 30, 60 and 90 days
- **Administrators** can create assignment rules, managing collection preferences and correspondence information, automating the cure process, and enabling workflows
- **Collection agents, managers, or end users**, use the Siebel application to view work summary information about delinquent accounts, execute collection tasks, and record skip trace, bankruptcy, and legal information related to delinquent accounts

Automating the Cure Process

Letters can be generated for Cure and Notification of Sales (NOS) events. Triggering letter generation through a button click initiates the business service method to call the cure letter generation. Administrators create the correspondence template and define rules before generating the cure letter and then they monitor accounts that meet cure conditions. Administrators send cure letters to customers who are in default, typically these types of letters explain that their account is delinquent before initiating a vehicle repossession process.

Reviewing Account Summary and Related Account Information

Before calling an account in a collection task, agents use the Collection Summary list view to review historical information about an account. After logging in to the application, agents go to Work Summary list to check current status and see if it is correct. Likewise, managers review the Manager Work Summary list view to see which accounts have already been assigned and which accounts remain unassigned by agent.

Capturing Promise-to-Pay Records

One of the important events in the collections process is capturing a promise to pay (PTP) for delinquent accounts. A PTP is a track-able promised amount of money to be paid by the customer. It includes a planned date of payment, in addition to the expected mode of payment. Breaking a promise

represents a breach of trust, and is a flag for immediate escalation of collections activity.

Managing the Cure Process



Companies send cure letters to a customer who is in default, that is their account is delinquent, before initiating vehicle repossession process. In addition to this letter, companies also send a letter for notice of sale after repossessing a car from the customer. The requirement for sending the different types of letters is driven by state government legislations. Through a letter administration view, Siebel collection agents can provide a captive to capture the rules and templates for these letters.

Managing Skip Trace and Impound Service Requests

Collection agents can use the following view tabs to record skip trace, bankruptcy, and legal information:

- **Skip Trace.** Companies who are unable to contact or locate a delinquent customer, rely on a skip trace agency to track down a customer. Association with Siebel Activity Plans enables automatic creation of default activities associated with the Skip Trace process. Assignment Manager operates on Skip Trace SR and associated activities to assign the appropriate Internal or external resources
- **Impound.** Occasionally a government agency seizes a vehicle for various reasons. At times a customer may abandon a vehicle somewhere or not pick up a vehicle from a repair shop. During this time, the government agencies or repair shop informs the finance company and the finance company then manages the process of securing the vehicle
- **Bankruptcy.** If a customer files for bankruptcy, end users can use the Bankruptcy view tab to track bankruptcy information
- **Legal.** If a customer account becomes delinquent, end users can use the Legal view tab to track information about delinquent accounts

Managing Insurance Information

Companies must track the insurance policy associated with the vehicle. Absence of a valid insurance policy triggers activity, often thought the collections organization, to contact the customer and secure proof of insurance, or ultimately to secure insurance of the customer's behalf at the customer's expense. Using the Siebel CRM application, collection agents keep track of a customer's insurance policy by associating the insurance policy to a financial account.

News Around The Globe



Consumers want more mobile banking: Study

CashEdge's fourth annual Consumer Online Banking survey finds that more than 32 percent of those surveyed would use mobile banking technology if their bank offered it.

The survey polled more than 850 consumers age 18 and older who use online banking. Respondents described themselves as bank customers, credit union members and customers of direct or virtual banks.

"Consumers today are demonstrating an increasing demand for simple, secure person-to-person payment services," said Neil Platt, senior vice president and general manager of U.S. Banking at CashEdge Inc., New York.

results of the survey indicated that the preference by consumers to get these services from their financial institution, rather than an independent service such as PayPal," he said.

"Online banking has become a mainstream application for consumers," Mr. Platt said.

The survey says 81 percent of respondents currently access their financial institution online at least four times per month.

Eighty-nine percent expressed a desire to ultimately move all banking and financial transactions online.

But, what about mobile banking?

"This year's survey demonstrates that consumers are interested in mobile banking and would use it to conduct a variety of banking functions," Mr. Platt said.

If offered by their bank, more than 32 percent of respondents would use mobile banking technology.

Respondents were interested in several mobile banking capabilities.

Ninety-five percent want access to account balances, 79 percent want the ability to transfer money between accounts housed at the same bank, 72 percent would like the ability to pay bills, 41 percent the ability to transfer money between

accounts at different banks and 35 percent want the ability to send money to third parties.

"These results show a consumer base that is ready and open to the introduction of mobile banking services, particularly those that replicate the features and functionality of the online experience," Mr. Platt said.

Mr. Platt said mobile marketers need to move quickly to respond to today's consumer because of the demand for money movement services.

"With more than 70 million individuals currently banking online, consumers clearly rely on the convenience and security of the online banking channel," Mr. Platt said. "Growing consumer demand for online and mobile payment services combined with their trust and usage of online banking provides a compelling opportunity for banks and marketers alike."

"The overall trend towards mobile is evident across many industries today, especially banking," he said. "This trend directly reflects the desire of the consumer to consume products and services on their own terms. Consumers want options so they can decide what is most convenient for them."

