

ICICI BANK CUSTOMER FIRST SERIES

A consumer education initiative

Self-Banking Series: Article 6 of 6

TIMES BUSINESS ASSOCIATE COMMUNICATION

Banking On The Move



In a welcome convergence of technologies, your hand-held mobile device is today able to do so much more. From simple SMS-linked actions to advanced GPRS access to your Internet banking account, mobiles can enable you to carry your bank in your pocket. A whole range of routine transactions that you would typically make when you walk into a bank branch or ATM, or on your Internet banking account, can be made using your mobile phone.

Registration



Banks activate mobile banking services if you inform them your mobile number. You can do this when you open an account; through your Internet banking account or by calling the customer care number of your bank.

SMS-Based Alerts



You can be informed about transactions in your bank account, credit card, demat account or loan account. Your bank gives you the option of receiving alerts as SMSes, like when your card is swiped or your bank account is credited for a threshold amount or more.

SMS-Based Querying



You can send queries by an SMS. If you send a text message in the format given by the bank (e.g. IBAL for your account balance) to the phone number given by your bank, you will receive an SMS answering your query.

Downloaded Applications



Some banks now offer rich menu-driven applications that can be easily downloaded over the mobile phone. The applications can be downloaded directly over a WAP link. If your phone does not have GPRS, you can download from the bank's website through a data cable.

Unstructured Supplementary Service Data (USSD)



USSD is available on GSM phones and is a real-time facility like the SMS that enables two-way communication with a database. Some banks provide mobile banking through this service. Customers can complete a banking task by pressing and sending an appropriate number from the menu options at every step.

WAP-Enabled Access



Many banks have enabled mobile banking services through the mobile operator's WAP (wireless application protocol) sites. If your phone is GPRS-enabled, you can access

SMS CONTEST

Question

USSD stands for _____.

Answer

- A. Unstructured Supplementary Service Data
- B. United Service Supplementary Data
- C. Unstructured Service Software Data

To answer, SMS DISHA A, B or C to 53030 and win a 2N 3D holiday.* Contest open for the day of publication.

*Terms and conditions apply. Visit www.dishaic.org for details and winners.

your bank account through a few GSM/CDMA operators' WAP sites.

Access To Website/WAP Site Of Your Bank



If you have a high-end phone with GPRS activation, you can access your Internet banking account through the mobile phone the same way you would access it through the browser of a desktop.

Costs



Mobile banking is offered free of cost by many banks. Depending on the intensity of the service (such as access to your Internet banking account) banks may charge you or require you to maintain a minimum balance in your account.

DID YOU KNOW?

You can make enquiries using mobile banking. The nearest branch, the nearest ATM and the customer care numbers can be located using your mobile.

FAQs

Is it possible to pay utilities bills or transfer money to another person through the mobile phone?

Yes. Banks offer this service through simple SMS, USSD or even downloaded applications. Check with your bank for the right solution for you, depending upon the various options available, your comfort and the cost of the service.

Do mobile banking services support the loans taken from my bank?

Yes. Mobile banking services can support a range of relationships you have with your banks – bank account, demat account, credit cards and loans. You can request tax certificates, the amortization schedule and such; you can ask for alerts when your EMI is due; and you can receive SMSes when payments have been made.

The cost of transacting is mainly on account of SMS/GPRS charges, which are as per the tariff plans of your mobile operator.

Center for Investment Education and Learning

We welcome your questions, suggestions and feedback on this column. Please use the Email Us link at www.icicibank.com or send as an SMS to 53030. Please include your full name, address and phone number. Your comments may be edited for clarity and space.

SMART BANKING

Enjoy Banking



Enjoy mobile banking with ICICI Bank iMobile, SMS iMobile to 5676766.

www.icicibank.com

ICICI Bank