

YBMOBILE

BE MOBILE READY.

ACCELERATE YOUR MOBILE BANKING JOURNEY



DELIVER YOUR MOBILE BANKING STRATEGY FAST.

A feature-rich simple to use banking app that will allow your bank engage with the exponential growth of the digital customer - the new generation who demand to bank in ways that suit them. YB Mobile is developed by retail banking technology leader CR2.

Moving to a Mobile Centric Model

Banking customers are changing their banking behaviours and shifting away from the traditional branch. Enabled by technology, customers now demand to perform simple functions like checking balances, viewing transaction history, transferring funds and paying bills from their mobile handset. They are banking whenever and wherever it suits them. A mobile banking strategy will help cater for evolving customer behaviours and deliver the ability to sustain and grow business as well as deliver significant benefits. To keep pace, banks need to bring this mobile channel to market quickly. Mobile strategy requires and demands true excellence in execution. In the hands of world leaders in retail banking technology, CR2 brings unmatched knowledge and experience of emerging and developing markets.

The Benefits of Mobile Banking:

- Remain relevant to changing customer banking behaviours
- Increase customer loyalty
- Drive higher engagement levels than an in-branch environment
- Cross-sell and promote other products
- Reduced cost per transaction
- New customer acquisition without needing a branch
- Faster and more cost-effective customer onboarding

Accelerate your Mobile Banking Journey with YB Mobile

YB Mobile offers an out of the box, feature-rich mobile app that will be in the hands of your customers within a few months of contract. Designed by UX mobile banking experts, YB Mobile offers:

Great Customer Experience

Ease of navigation and a rich visual experience is critical for attracting, engaging and retaining customers in your market.

Rapid Time to Market

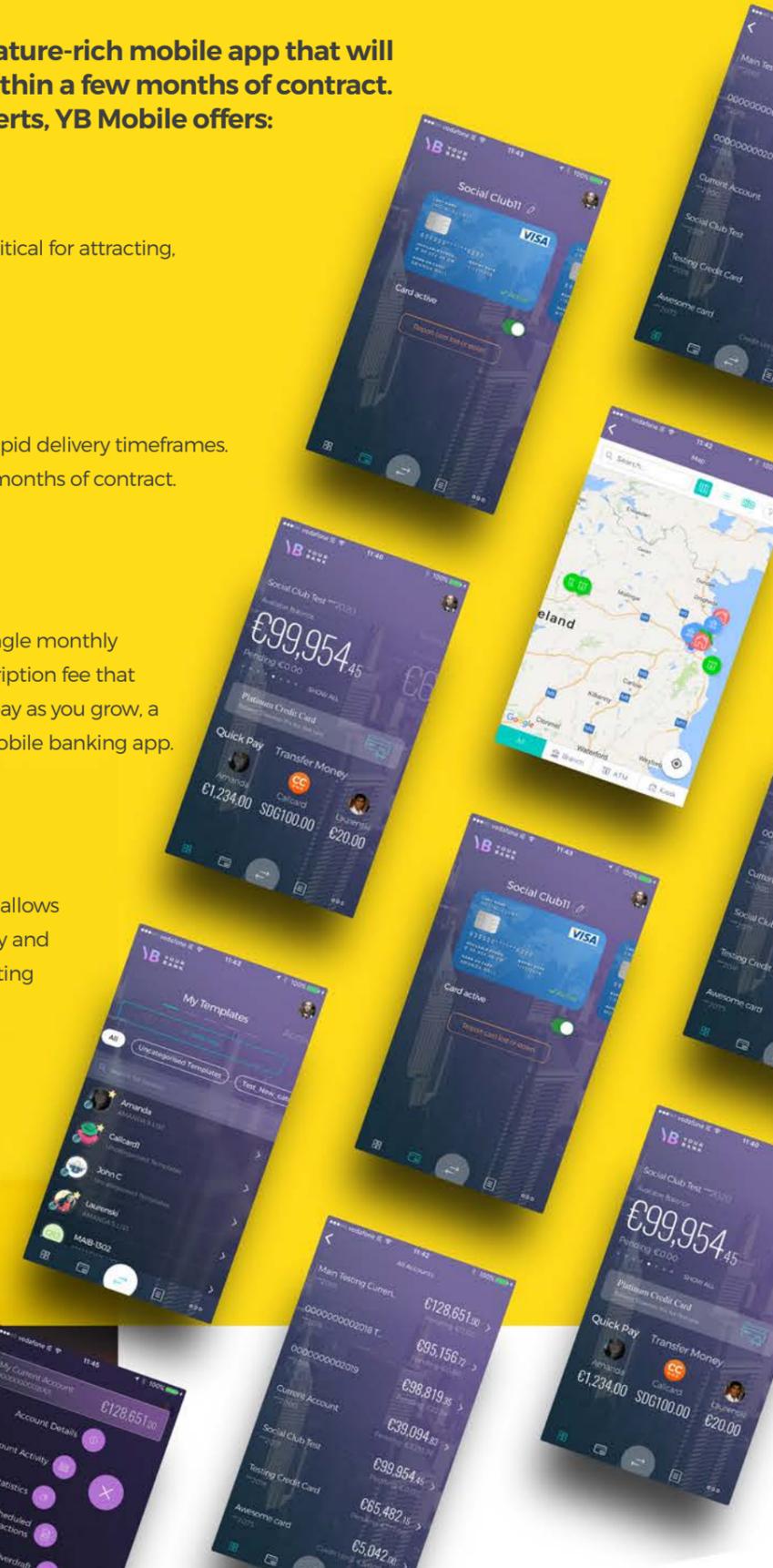
Our out-of-the-box mobile banking app enables rapid delivery timeframes. YB Mobile can be live in your market within a few months of contract.

Simple Pricing Model

Avoid expensive upfront licencing fees with one single monthly subscription fee. YB Mobile offers a monthly subscription fee that bundles all costs into a single fee, allowing you to pay as you grow, a more affordable approach to deliver a first-class mobile banking app.

Lower Risk

With a defined set of integration points, YB Mobile allows an uncomplicated and streamlined project delivery and integration, reducing your exposure to risk and getting your app to market faster.



Key Features

YB Mobile was designed by world leading UX experts, who lead the field in understanding and designing mobile banking apps. Drive customer adoption and engagement within a secure customer banking environment with a range of features including: instant access to account balance, payments and transfers for all accounts held, a rich payment centre to manage beneficiaries and make payments, nearest ATM locator and many more.



Mobile strategy requires and demands true excellence in execution. In the hands of world leaders of retail banking solutions, CR2 brings a depth of knowledge and experience of emerging and developing markets that is unmatched by any other vendor.

For 20 years, CR2 has been trusted by over 100 leading banks to deliver a range of retail banking services to millions of customers every day. Our maturity and experience has afforded us a unique customer perspective.

CR2 understands the needs unique to your market - the need to connect and engage with a changing demographic base in a way that takes banking outside of your branch; the need to offer a rich digital alternative to traditional banking, with a mobile app that provides an excellent user experience to ensure rapid adoption.

In a fast growing market, it is imperative to remain competitive and offer the banking services that today's population demands. At CR2, we understand your banking needs.

CR2 is led by a team of fintech experts, who develop and align retail banking propositions that meet the needs and challenges faced by banks across emerging and developing markets today.

To request a demo, please email us at:
info@cr2.com

Discover more at:
ybmobile.cr2.com

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