BREAKING NEWS

Messaging • Mobile SDK • Rich Content • Connectivity Diversity • Security • Cost Savings

Banks Can Cut Their Messaging Cost More Than 50%

"In-app messaging feature allows you to send e-bills, e-statements and transactional notifications with the highest security while being cheaper than an SMS"

Phishing: Impossible (2019) Protect Your Customers

Thousands of scammers all over the world are trying to steal personal data of the civilians. They disguise themselves as trustworthy enterprises, mostly banks and other financial institutions, to carry out their evil plan. Will the industry leaders be able to find a way to protect innocent people from the villains?

Phishing is just like a storyline of an action film: it is fast, intense, dynamic, and everyone is wondering what is next.

Unfortunately, Phishing 2019 is not a movie... Millions of phishing messages are sent each day globally, around 8 millions of those are opened, around 80.000 people fall for a scam every day and these numbers are on the rise. The question is how to change this statistic, and protect your valued customers from being hooked?

OTP That Never Came

You have invested millions into the digital transformation. You have set up your mobile banking, put tremendous efforts into it, you launched it and... your customers do not receive the OTP because your messaging server is down. What is next?
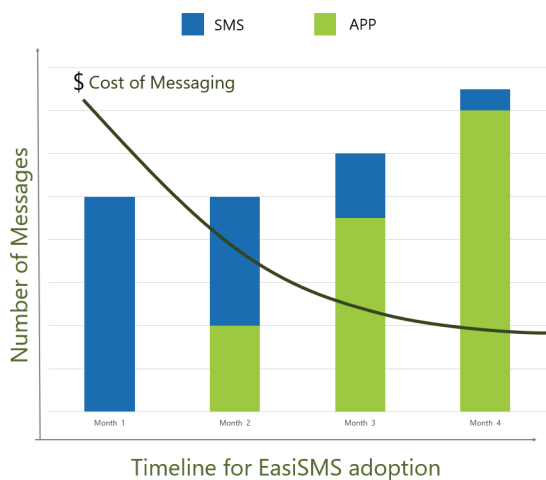
BREAKING NEWS

Sending thousands or even millions of SMS is, say the least of it, costly. However, SMS is not the only remedy when it comes to messaging. There is a better and cheaper alternative that banks can use today.

To cut messaging cost banks simply need to integrate an in-app messaging feature into their existing banking app.

The fastest and easiest ways to do so with the minimum time and efforts spent by the development team is to use EasiSMS' EasiApp SDK.

SMS   APP

$ Cost of Messaging

Number of Messages

Month 1   Month 2   Month 3   Month 4
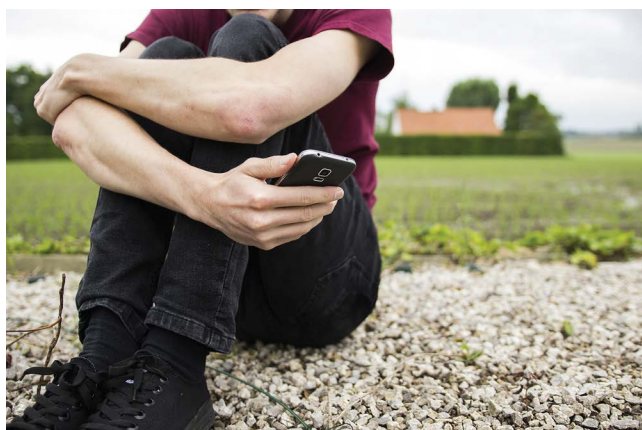
Timeline for EasiSMS adoption

EasiSMS hybrid messaging allows banks to gradually move from traditional SMS messaging to the in-app push notifications.

This move not only helps to save costs, but also ensures higher security with end-to-end encryption, resolves phishing problems, and helps you to provide better customer care.

On top of that, EasiSMS will help you to reduce overall expenses by promoting the growth of your online platforms and services.
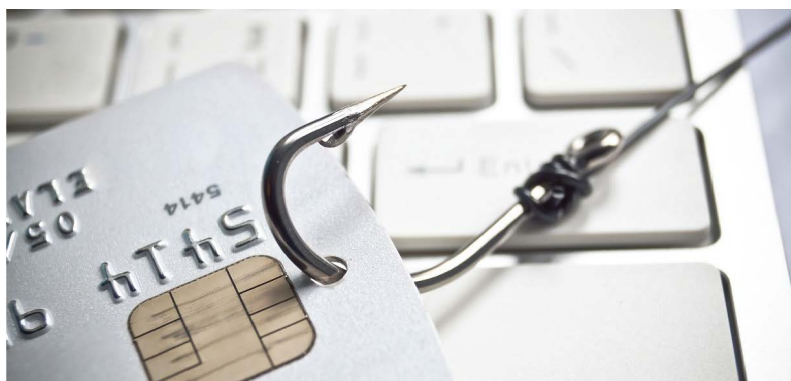
> " *Banks Can Cut Their Messaging Cost by More Than 50%* "

OTP That Never Came

Best cure is prevention. That is why, knowing that there is never 100% guarantee that your technology will not fail at some point, you should always have a backup plan. It is ideal if the technology you choose comes with an in-built backup strategy.

As in the example of EasiSMS High Availability Architecture, the secondary server will easily take over the server that is down, making sure that your message is delivered to your customer. Such architecture is highly reliable, and it will back up your efforts and investments put into building online banking.

Did you know?

EasiSMS will deliver your message to the SMS inbox to those who do not have your app yet.

Phishing: Impossible (2019) Protect Your Customers

Since e-mail and SMS are the most popular phishing rods, you need to look for more reliable and secure alternatives to communicate with your customers. One of the best ways would be a 2-way messaging/chat platform integrated into your company app.

When you integrate EasiSMS's EasiAPP SDK into your company app, you get a unique channel which can't be infiltrated by scammers to send phishing messages with harmful links. EasiSMS will protect all communications with your customers making phishing impossible.

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