

# BANKING THE NEXT FRONTIER

Bank Audi is a full service solution provider for financial institutions and individual consumers. At Bank Audi, and thanks to in-depth studies and analysis, tailor-made services are developed to answer the needs of all consumers. From this perspective, the Bank's Management is currently encouraging the development of online services which aim at providing consumers with optimal flexibility and convenience. *Magma* talks to Randa Bdeir, Head of Electronic Banking & Card Services at Bank Audi.





**We have entered the electronic age in banking. What is Bank Audi doing to address the needs of a digital consumer base?**

The Bank's card center offers merchants, companies and financial institutions, advanced electronic payment solutions through electronic terminals, mainly the Audi E-Payment gateway. Bank Audi is indeed the first bank in Lebanon to implement an internet payment gateway which is fully compliant with international standard security systems which are "verified by Visa & MasterCard Secure Code" and benefit from strong authentication technologies to protect online transactions from fraud.

**What new services will you be offering and how will they impact the lives of clients?**

Bank Audi always seeks innovation. This is why we are currently preparing to launch the Audi Cards Online service which will allow cardholders to get real time information on their credit card accounts on the internet. This includes viewing their card activities when it's convenient for them, 24 hours a day, 365 days a year, by simply using a secure password access. In addition, a new card personalisation software called "Card Artist" will be introduced very soon, enabling the client to design his/her own card. This technology will allow us to build a personal relationship with our cardholders and will substantially enrich our card portfolio. It is worth mentioning that Bank Audi will launch a number of online services in the near future.

**How does Bank Audi assess what applications/services will draw potential clientele?**

Our main objective is to offer complete, integrated and secure electronic payment and commerce solutions to merchants and cardholders. Being one of the leading banks in the region, new revolutionary technologies that are integrated in the banking system now represent important areas of competition and expertise. As for the assessment process, we usually perform intensive filtering prior to any decision-making; our assessment is primarily based on the need for a certain new technology, and on its usage and success.

I am convinced that change is always for the best and is healthy to every business, especially as far as electronic banking is concerned. For instance, we have recently introduced three new technologies during the Arabnet 2010 conference and exhibition to showcase our card collection via an innovative, interactive and unique technology. Using the latest multi-touch technology system, an enhancement to touch screen technology which enables users to apply multiple finger gestures simultaneously onto the electronic visual display, we gave Arabnet visitors the ability to design their own cards in a unique way, and to view cards in a distinctive manner thanks to augmented reality, which refers to a live direct or

indirect view of a physical real-world environment whose elements are augmented by virtual computer-generated imagery. The audience was also able to view, compare, and explore the Bank's card collection through Radio Frequency Identification (RFID) enabled technology which offered captivating experiences to all those who chose to take part in the Bank Audi journey.

**What can we expect from Bank Audi's Electronic Banking and Card Services Center in the near future?**

My team and I are always keeping track of all the regional and international technological developments in the electronic banking field, and we are always keen on developing new ideas and technologies which meet our customers' needs. Our objective is to launch several products and services that will set us as leaders in embracing new technologies and integrating them in the banking industry.

**BankAudi Services at a glance...**

**E-Commerce**

E-Commerce provides merchants (travel agencies, insurance companies, call centers, etc.) with secure payment processing services for all major card brands (MasterCard, Visa and Amex).

**Online Payment Service**

"Bill E-Payment" provides customers with the facility to settle their invoices via the internet by using their credit or debit cards through Bank Audi's E-Payment gateway.

**Online Recharge Service**

E-Recharge gives customers the possibility to recharge their prepaid mobile line or their prepaid cards on the internet, in a secure way, and using any credit card.

**Online E-Auction Service**

The E-Auction service enables customers to buy special numbers that are auctioned on the MTC website..

**Online Ticketing Service**

The E-Ticket is a new electronic ticketing service which allows any MasterCard or VISA cardholder to instantly book movie tickets online, as is the case with Grand Cinemas.

**Donation Collection Solution for Charity and Welfare Organisations**

Bank Audi has also introduced a payment gateway solution for charities and welfares in order to help people donate money via the internet or via wireless POS machines – GPRS.

**Audi E-Services**, namely the E-Statement, SMS Alert and SMS Pull, launched by Bank Audi two years ago, represent an efficient tool for cardholders to control their expenses and detect fraud.