

## NIC Bank launches mobile banking platform

Kenya's NIC Bank has announced the launch of NOW mobile banking, a platform that facilitates efficient, on-the-go financial services including online cheque deposits.

The company has developed a mobile application and online banking service.



"This strategic shift is an answer to the emerging "NOW" generation that demands everything on their fingertips. Through this strategy, we aim to move all our products to the "NOW" platform, to ensure our customer needs are being met NOW!" said John Gachora, NIC Bank Group managing director.

The group said users would be able to make check their balances, make M-Pesa payments, pay bills and transfer funds using NOW services.

"Whether it be asset finance, stock trading, retail loans or SME banking, the aim of our MOVE to NOW strategy is to make them available NOW. We are confident that our customers will enjoy faster, efficient, NOW banking," said Gachora.

He stressed the importance of the bank's branches but said it needed to branch out into the digital realm.

"Consumers today are demanding convenience with a growing preference for services that match their lifestyles. The NOW Banking concept is the Bank's deliberate effort to make banking easy and convenient. The customer will be the one to choose when, how or where they wish to do their banking," said Gachora.