

Mobile phones have changed our lives in a big way. Mobiles now host an array of services and multi-functions as a computerized gadget. It is now a mini computer. It is no longer remains a device for the sole purpose of making or receiving calls. Mobility combined with technology now allows an individual to conduct financial transactions via a mobile irrespective of the geographical location.

### Overview

To utilize this opportunity and provide the customers with better service, C-Edge provides its SMS Banking service to banks. Using this product, banks can provide their customers with a facility to carryout banking operation with help of SMS service.

Today customers expect anywhere and anytime banking as a basic feature from their banks. Visiting a bank is no longer mandatory to perform most of the banking tasks. C-Edge's SMS Banking Product provides this functionality to banks in an easy and secured manner. Using this product, customers can avail certain services like Account summary, Know your Cheque Status, with a simple task of sending an SMS asking for the required information. The response will then be sent to them via SMS.

## Benefits

- Anywhere Anytime Banking: Banking functions are carried out without visiting a branch
- Stay Updated: Account holders receive SMS providing information about their accounts
- Marketing Channel: Banks can inform their customers about their promotional offers
- Lesser Footfalls: Reduced number of visits by existing customers to banks
- Happy Customer: Provides instant response to customers' needs
- Convenience: Provides convenient means for banking to customers
- Secure: Provides a secure and safe channel for banking

## C-Edge Advantage

- Available on Cloud
- Seamlessly integrated with Core banking solution & other channels
- Ready to deploy
- Regular functional upgrades
- Compliant with regulations
- Secured application

**C-Edge Technologies Ltd is a leading Technology, Infrastructure and Service provider to financial institutions in India and abroad.**

C-Edge is a joint venture, between Tata Consultancy Services Ltd. (TCS) and State Bank of India (SBI), to provide transformational capability to the Indian financial services and emerging markets by addressing major technology needs of this industry. We are an integrated solutions provider and have created a niche market for ourselves, in India and abroad, by leveraging the technical and domain competencies of both our parent companies. The rich heritage possessed by our parents has given us many innate advantages resulting in tangible benefits for the banks we serve.

### Contact

To know more about SMS Banking for banks contact us at [enquiries@cedge.in](mailto:enquiries@cedge.in)