

Erste Bank: Financial transactions in native languages

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People from Austria's southern neighbouring countries form the second largest linguistic group in Austria. Statistics show that 1.3 million of Austria's inhabitants were born abroad – 37% of which come from Serbia, Croatia, Montenegro or Bosnia and Herzegovina. Many who were hired as guest workers from in the 1960s have been living in Austria for generations. A few of them have become Austrian citizens, but very few of them have renounced their connections with their former homeland.



Photo: © Erste Bank, Peter Bosek, member of the Erste Bank private customer executive board

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After completing a pilot project, the Erste Bank is now starting to offer a series of services for all immigrants from Croatia and Serbia: 19 Serbian or Croatian-speaking customer service officers are available for consultations at selected Erste Bank branches. "Monetary matters are one of the very personal things which people constantly have to deal with during their lifetime. This is precisely where it is important to know one's stuff and understand what the bank is advising me," says Peter Bosek, member of the private customer executive board of the Erste Bank Austria.

An appointment – also in Serbian or Croatian – can be made from Monday to Friday from 8am – 3pm by calling +43 (0)50 100 508 50. Apart from a range of product information and leaflets on the most important bank products (e.g. on funds transfer accounts, insurance, building society savings and consumer financing) in the two languages, which are available at all Erste Bank branches, there are also special conditions for foreign bank transfers: A transaction from an Erste Bank account to an account in Serbia or Croatia now costs € 3.00 instead of the previous € 9.40.



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