



Erste Bank now offering advisory services in Croatian, Serbian and Turkish

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In Vienna, Mödling and Schwechat, Erste Bank is now offering comprehensive advisory services in Croatian, Serbian and Turkish. A total of 26 advisors work at 22 branches. "Language is the key to good advice and confidence building. As a Central European group, we can also utilise the linguistic knowledge of our staff here", says Peter Bosek, Member of the Management Board of Erste Bank Oesterreich.

1.47 million people – i.e. one sixth of Austria's total population – have a migrant background, and also require special banking services. And approximately 120,000 people migrate to Austria every year – around 40% of these settle in Vienna. In the last three years alone, Erste Bank has gained 6,000 new customers through a pilot trial. Last year, the percentage of new customers increased by 20%. "This supports our strategy", says Bosek.

70% discount for foreign transfers

Many migrants who were recruited as guest workers in the 1960s have been residing in Austria for generations. Some have become Austrian citizens, but very few have renounced their connections with their former homelands. Every month, a large part of their income is transferred to their families abroad, which is why Erste Bank offers discounted foreign transfers. The customers only pay 3 Euros instead of 9.70 Euros. A series of product and information material is available in Turkish, Serbian and Croatian at the branches.

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