

Erste Bank: iPhone App makes banking mobile

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29.09.2010

Erste Bank Oesterreich is launching a new Smartphone application on the market. "The customers are becoming more mobile, so we are too", says Peter Bosek, Member of the Private Customer and Corporate Customer Management Board at Erste Bank Oesterreich. The application can be downloaded now at the Apple App Store, and contains the following features: A geographic branch and ATM search with site location for people on the go, while travellers always have access to the latest foreign exchange rates and predicted exchange rate trends. The most recent share recommendations direct to the mobile come from the analysts of the Erste Group Research, as do the trend predictions of the 10-year return and 3-month interest rates. A credit calculator is also available. The app is initially offered in ten different languages in all countries serviced by the entire Erste Group: German, English, Czech, Slovak, Hungarian, Croatian, Serbian, Romanian, Ukrainian and Russian. The application has a module structure, meaning new features can be added at any time. Depending on customer response, extra modules may be added through automatic updates in future. The first expansions are already planned to take place over the next few months: "Apart from mobile netbanking, we are also working on a news channel", Peter Bosek reveals. The iPhone version will be followed by versions for Android and Windows operating systems by the end of 2010.

Since going public, the Erste Bank application has ranked among the ten most frequently downloaded programmes at the Apple store.

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