

GTBank e-Friday Gathers Momentum

Excellent Customer Service, the magic mantra in today's banking has gained a new perspective with Guaranty Trust Bank's introduction of e-Friday.

The bank, in its continued effort towards providing convenience and improving the quality of its customer service, on Friday, May 15th 2009 launched its electronic banking campaign and has since set aside the subsequent eight Fridays for an in-branch promotion and exhibition of the features and benefits of its e-channels.

The promotion tagged **e-Friday** and held in all of the Bank's branches nationwide on Fridays, is providing opportunities for customers and the general public to access relevant information and experience the functionality of its robust electronic platforms in carrying out banking transactions.

Over the past three years that Guaranty Trust Bank has operated in Ghana, it has maintained its position as an industry pace-setter by establishing enviable footprints in the banking industry most especially in the development and promotion of e-business. With its current capital position, it has been able to invest substantially in the development of up-to-date IT infrastructure to provide superior and convenient service for its customers.

The bank's efforts at promoting e-business are noticeable in the rich array of e-banking channels it has so far pioneered. These include, **Slip free banking**; which enables customers deposit and withdraw cash at any of the bank's branches without filling slips and **Guaranty Trust Electronic Notification System (GeNS)**, a notification system that provides customers with details of transactions on your account(s), presently, via electronic mail and SMS upon request.

Other e-channels include Internet Banking facility, Statement by E-mail, GTBank's own proprietary money transfer system GTMT, VISA cards and VISA card-enabled ATMs Ezwich cards, Western Union Money Transfer and Guaranty Trust Automated Payment System.

The bank's robust internet banking platform also allows its customers the freedom of carrying out business transactions wherever it is convenient. This is a web-based application that allows cash transfers between accounts, third party payments such as payment for utility bills. Presently, customers can pay their ECG bills with GTBank's internet banking. It also enables access to account information and on-line request for all your account collaterals.

Ben Ackah-Mensah, Corporate Affairs Head of Guaranty Trust Bank (Ghana) Limited states that the bank is passionate in its drive towards removing all hindrances that could make banking transactions cumbersome for its customers. The Ghanaian Banking Customer has become more discerning and demanding in the quality of service they would accept and it is

up to the banks to consistently provide channels that will make banking more convenient for them, he explains.

He added that in offering these services, the bank has taken security and confidentiality of customer account information into consideration. Each user is provided with a unique PIN and Passcode to log on to the system plus there is a secure firewall and intrusion detection systems to prevent unauthorized access. All these go to ensure piece of mind and confidence in banking with Guaranty Trust Bank.

He further stated that the Bank, which has 13 branches in Ghana with plans to open more by the end of 2009, was concluding arrangements to introduce additional innovative channels towards providing value-adding services and meeting the needs of its customers.

Guaranty Trust Bank (Ghana) Limited is one of the African subsidiaries of Guaranty Trust Bank Plc, an international bank with head quarters in Nigeria and one of the foremost banks in the country. The bank which has a Triple A rating is also the first indigenously-owned sub-Saharan bank to be quoted on the London Stock Exchange.

Currently, GTBank also operates in the United Kingdom. It is also the first new-generation indigenous African bank to obtain a banking license in 2008 to carry out full fledged commercial banking activities in the UK. It has over 150 branches in Nigeria and operates in the Gambia, Sierra Leone and recently in Liberia.