

Press Release

May 22, 2017

Accra, Ghana

ACCESS BANK LAUNCHES *901# SHORT CODE FOR EASY BANKING



Access Bank Managing Director, Mr. Dolapo Ogundimu

Deepening its drive for financial inclusion through digital innovation, Access Bank Ghana has introduced the Unstructured Supplementary Service Data (USSD) mobile banking service *901# to its customers and the general public. The *901# channel is modelled with banking features that enables customers to operate a mini branch on their handheld devices, thus making banking more convenient, easy and accessible.

By dialling the short code *901#, customers can register for the service to transfer money, buy airtime, check account balances, pay bills, transfer funds between their accounts and to third party banks, as well as conduct mobile money transfers. Other functions include making enquiries for branch and ATM locations and making transfers onto your Access Visa pre-paid cards and mobile money wallets.

Launching the new service, Access Bank's Managing Director, Mr. Dolapo Ogundimu said: *"Digital Banking is gradually changing the behavioural patterns of the ordinary consumer and the increase we see in the use of technology is an opportunity for our Bank to drive its financial inclusion agenda. With the roll out of our *901# mobile banking service and other digital banking products, Access Bank is positioning itself to meet customers' demand for online and mobile interaction by putting digital distribution at the heart of its personal and business-banking proposition".*

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The Group Head of Personal Banking at Access Bank, Mr Stephen Abban explaining some features of the service indicated, *“This new addition to our range of service caters for every mobile device, especially as it does not require internet to operate. Prospective customers who wish to join the Access Bank family can initiate the process of account opening by dialling the *901# short code for a seamless sign on. The ultimate aim for us is to make banking available no matter where you are in Ghana”*.

Mr. Abban further highlighted that the *901# service is designed to complement the Bank’s mobile banking app which was released in December last year. He mentioned that customer preferences for banking services continues to evolve and Access Bank is positioning itself to respond to these needs in a timely manner to serve both the under-served and un-banked segments of the market.

Adjudged “Africa’s Best Bank Transformation” in 2016 by the Euromoney Excellence Awards through its digital banking strategy, Access Bank continues to invest heavily in its digital banking infrastructure to ensure excellent customer experience, reduce banking cost for customers and provide them value for money.

Last year, Access Bank unveiled its revamped mobile banking application (Access Mobile app) which runs on the Apple iOS, Androids and BlackBerry operating systems for smartphone devices. This is in addition to various innovative digital solutions that Access Bank has rolled out to serve various segments of the market.

They include **Access Online** – an internet banking service that allows you to make international transfers, **Access Pay** – a payroll management solution, **Access Trade** – a trade portal that allows corporate customers the convenience of initiating trade transactions electronically and the **Easy Cheque Manager** – an online based cheque management solution. These applications allows customers to bank on the go, anywhere and anytime.

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