

MobilePay

As easy to send money as to send a text message

The financial industry in the Nordic market is known for a strong infrastructure that all participating banks can benefit from. For instance the payment infrastructure is very well developed in the market and makes it possible for customers, consumers as well as companies, to easily exchange payments and money across accounts. The risk is that many financial services become commodities and make it difficult for banks to differentiate themselves in the market.

In order to become more distinct in the Nordic market Danske Bank decided to go solo with a mobile payment solution, MobilePay. The reason also being that it would be possible to launch a convenient solution fast and ahead of competition.

The MobilePay app allows you to send and receive money via iPhone or Android mobile phones and the service is open for Danske Bank and non-Danske Bank customers. The user transfers the money by selecting the mobile number of the person, who is to receive the money. Without thinking about exchanging account or card numbers or using NemID (Danish sign-on procedure).

Danske Bank already offers state-of-the-art mobile banking services for its current customers and with the newly released MobilePay solution, which is accessible for all customers, the bank is reaching out to a much broader audience.

- | Mobile Banking for iPad and Smartphones for Personal Banking
- | Mobile Business for iPad and Smartphone for Business Banking
- | Market Research and Equities iPad solution



Jesper Nielsen

Head of Danske Bank Business Development, Personal Banking

"Collaborating with Trifork gives us excellent access to both trend setting technology and business development experts who inspire and challenge us before under and after we bring new solutions to our markets. The long term strategic mobile partnership with Trifork is very important to us".



MobilePay a huge success for Danske Bank

In May 2013 MobilePay was launched in Denmark. 10 weeks after public launch the MobilePay solution was downloaded almost 300.000 times. This highly rated mobile solution was developed as a co-creation project between Danske Bank, Trifork and In2media. Trifork being responsible for the UI implementation of the Mobile Apps and the technical infrastructure used for secure transactions.

Danske Bank thinks mobile first

"Thinking mobile first in our digital channels changes the way Danske Bank does business and forces us to focus on what our

customers really want", says Jesper Nielsen, Head of Business Development, Personal Banking.

"MobilePay is our first, but not last mobile payment solution. Short term, we focus on split-the-bill service, a Windows Phone version of MobilePay, and not least making MobilePay available in selected stores. Long term Danske Bank wants to be the leading provider of mobile banking and payments solution. We have to because mobile impacts our market logic and we have to defend our payment market and also create new income streams.

With MobilePay we have succeeded in delivering a simple and innovative app that shortly after launch was rated no. 1 in AppStore and received top ratings with 5 out of the 5 stars.

By now, two months after public launch, we have almost 300.000 unique users of which 48% are non-Danske Bank customers. We track all our new digital services to measure user satisfaction, adaption and utilization. By combining tracking data and collecting new ideas from our users we are able to prioritize our future investments in new services", Jesper Nielsen concludes.

