

Case study – Facebook Banking

Challenges:

The bank has been at the forefront of technological innovation in banking. The bank wanted to offer products and services which make banking easier for its customers. Social media site Facebook has 82 million users across India and 40% of them are below the age of 30 years. The client wanted to enable the young consumers, who spend a lot of time on Facebook, to carry out a wide set of transactions without leaving the social media site.



Solution:

VOW was bank's partner in building a first of its kind Facebook banking application. The application enables bank's customers to do a wide range of banking transactions while they are on Facebook. The application leverages the power of Facebook to create virtual friend groups. The application allows customers to track and square-up group expenses for activities like dining, travel, movie, gift etc. using this virtual group. It also gives the option of sending reminders to friends for making these payments. The application also allows bank's customers to send money to a friend without the need to enter their bank account details, book movie tickets, re-charge mobile etc. In addition, the application has some fun features like sharing with friends and posting of transactions like booking a movie ticket. Similarly, one can view the activity feeds of friend's transactions.

The application was developed with robust security features which ensure safe banking.



Technologies:

The application has been developed on Java platform using struts and JSP tags as per Facebook standards and guidelines.

Customer Endorsement:

“Our MD has released the application in a press conference. We would like to congratulate all of you for all the hard work put in to meet the tight schedule. Your cooperation is highly appreciated. Great teamwork by your entire team.” Asst. General Manager, a large private sector bank.