

Press Release

Saraswat Co-operative Bank launches “Banking Services on WhatsApp”

Mumbai, December 08, 2018: Saraswat Bank has become the second bank in India to go live on WhatsApp channel for notifications and the first to do so in co-operative sector.

It has been at the vanguard of embracing leading-edge technology that has driven efficiency in the way it acquires, services and retains its customers. It is taking this legacy forward by bringing innovative digital services to our customers and being at par with some of our private counterparts.

Facebook-owned WhatsApp messaging platform has recently launched a ‘WhatsApp for Business’ service, which uses software interaction in response to user initiation to send notifications like text messages, boarding passes, receipts, tickets, account statements, etc. to users.

Through ‘Bank on WhatsApp’ service, Saraswat Bank customers can receive WhatsApp notifications instead of text messages (SMSs) with end-to-end encryption. Customers can also initiate chat as well as check balance, mini statements, etc. Other functionalities like Mobile banking registration, product details, requests/enquiries, forms/Apps download, etc. will be released in a phased manner. Queries seeking product information, interest rates, downloading of forms, etc. will be made available through Bank’s website. Customers/non-customers can register for “Bank on WhatsApp” by giving a missed call to **9029059271**.

In this rapidly evolving era, it has become essential to have direct communication with customers. Smart messaging apps assist in reaching out to them on real time basis. Saraswat Bank continues to elevate its digital capabilities to offer customers new and exciting products through digital platforms.

For more information, please visit bank’s website at
<https://www.saraswatbank.com/content.aspx?id=Saraswat-Bank-on-WhatsApp>