



SMS for the Financial Sector

Here's a sample of how St.George Bank implements SMS

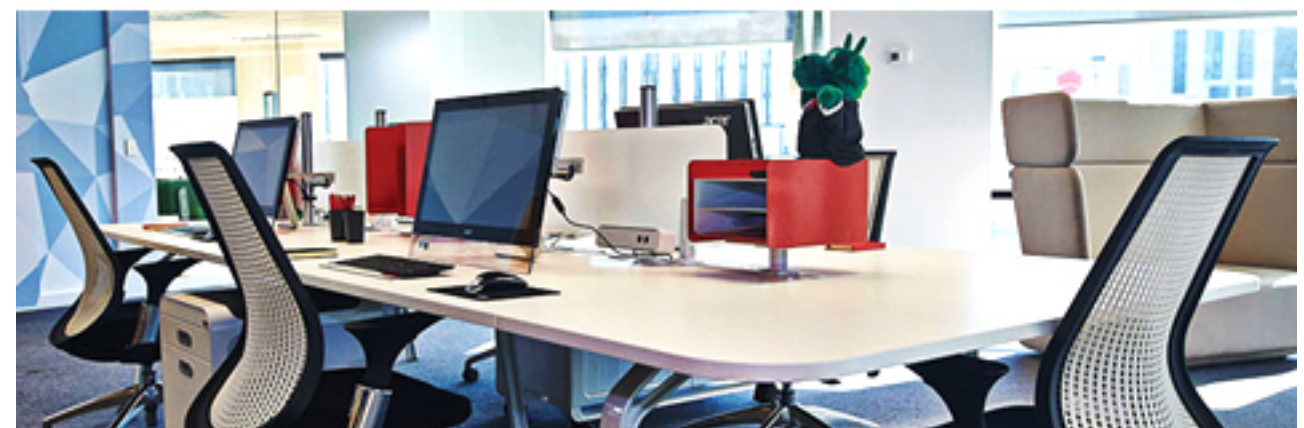
SMS for The Financial Sector

The Company

St.George Bank is a division of the Westpac Banking Corporation. Westpac has over 13 million customers, which trust in the company's ability to keep their information safe and secure.

The Objective

Since St.George Bank is part of the Westpac family, they have a trusted reputation to uphold. Fraudulent activity runs rampant in the financial industry, and banks will always remain a primary target. They must find new ways of protecting their client's financial information, which they have spent their lifetimes accumulating. Protecting this sensitive data is the cornerstone of every financial institution.

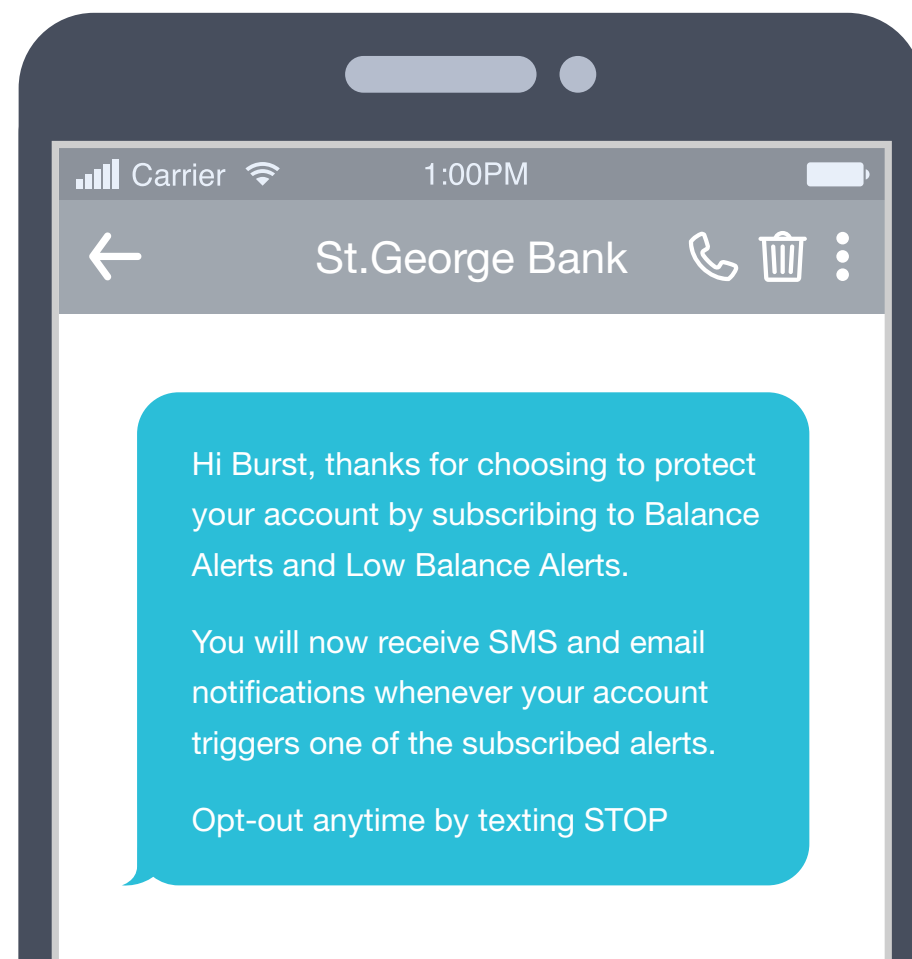



SMS for The Financial Sector

The Solution

This is where SMS comes in with its **two factor authentication** protection and **SMS safety alerts**. It's no consequence that most banks in this modern era have adopted two factor authentication into their verification processes.

In St.George's case they went a step further and created multiple alert categories to help further instill a sense of security. They allowed clients to choose from seven safety alerts, see the chart to the right for details.



	
Alert Type	Useful for
Balance Alerts	Manage your everyday banking. Get the available balance on your nominated account at the beginning of the day.
Withdrawal or Authorisation Alerts	Choose the Withdrawal Alert to enjoy peace of mind knowing your direct debits or loan repayments have been made. Choose the Authorisation Alert to keep a step ahead of fraudsters. Be notified of each new credit or debit card authorisation.
Deposit Alerts	Keep track of your salary payment or other direct credits.
High Balance Alerts	Don't max out your credit card. Be informed when your balance reaches a pre-determined limit.
Dishonour Alerts	Get notified when an account has been overdrawn by a cheque, direct debit or periodical payment.
Low Balance Alerts	Avoid overdrawing your account. Receive alerts when your balance reaches a pre-determined limit.
Credit Card Reminder Alert	Avoid late payment fees and get notified before your monthly credit card payment is due ² . Set-up reminders to receive alerts for either minimum payment or full payment before your monthly credit card payment is due.

SMS for The Financial Sector

The Solution Cont'

For another added level of protection, St.George created a dedicated page to educate their clients on digital security. They encouraged clients to check their dedicated scam page for any potential suspicious texts or emails.

