

Easypaisa Introduces WhatsApp Channel Support for Enhanced Customer Experience



February 23, 2021: Easypaisa, Pakistan's leading digital payments platform is transforming customer experience with WhatsApp channel support. This initiative enables users to access an interactive, automated support channel 24/7 on a dedicated WhatsApp number +923411103737. With instant replies and the ability to operate without any available human interaction coupled with pre-defined interaction rules to facilitate users, Easypaisa's WhatsApp support is a first of its kind initiative for any branchless banking player in Pakistan.

Easypaisa has always been the first to introduce revolutionary features and tools to the financial ecosystem in Pakistan. With WhatsApp support, smartphone users can easily find answers to their queries on various topics including how to order an ATM card, how to link debit cards to your Easypaisa account, how to apply for a loan, how to reset Easypaisa account PIN and how to create an ATM pin, to name a few.

Speaking on the development, M. Mudassar Aqil, CEO Easypaisa / Telenor Microfinance Bank said: *"As the pioneer of digital financial services in Pakistan, at Easypaisa, we have always strived to provide customers with the best-in-class digital payments experience and are constantly developing innovative solutions for them. Through WhatsApp channel support, our aim is to provide customers the information*

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they require in a convenient manner so that they can make better financial decisions when it comes to their digital banking needs”.

Through the power of collaboration and technology, Easypaisa continues to introduce innovative products for millions of customers, making their life easy when it comes to digital financial services. With the addition of the WhatsApp support feature it has become more convenient for users to take full advantage of Easypaisa’s diverse offerings in a convenient and secure manner.

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Press Contact

Eman Ahmed Shaikh
Corporate Communications, Telenor Microfinance Bank
Email: press.center@telenorbank.pk

About Telenor Microfinance Bank Limited

Motivated by its vision of ‘transforming the financial landscape of the country’, Telenor Microfinance Bank, the leading microfinance institution of Pakistan is on a mission to provide ‘instant access to convenient digital financial services’ that benefits the people of Pakistan. With Easypaisa, the country’s largest branchless banking service, and a range of innovative digital banking solutions, the Bank is committed to catering to the ever-growing needs of the people it serves.

Easypaisa, Pakistan's first mobile financial services platform launched in 2009, is also the first and only GSMA Mobile Money Certified service. Easypaisa since then has evolved into a digital payments platform, which empowers people across Pakistan to truly adopt the digital way of life.

Telenor Microfinance Bank is partly owned by Telenor Group, the leading telecommunications company across Scandinavia and Asia with 174 million customers, and Ant Group, one of the leading fintech companies in the world and an affiliate company of Alibaba Group. Together with the new shareholders and strategic partner, and the Bank’s local market presence and knowledge, Telenor Microfinance Bank aims to digitally enable and empower the underserved segments of the Pakistani society.

For more information, please visit: <http://www.telenorbank.pk/>