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News / Technology

Technology | Friday, December 19, 2008 - 16h16

Advertising

Banrisul launches Banricompras Mobile for mobile commerce

President of the bank notes that service is unique in Brazil and worldwide.

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Cornet, fan!

TABLES



Porto Alegre - The Banrisul launched this Friday, in Porto Alegre, its newest product, the Banricompras Mobile. In the presence of journalists, the president of the Bank, Fernando Lemos, presented the advantages and operation of the service for the mobile commerce, which, he says, is unique in Brazil and even in the world. "The Banrisul once again is at the forefront of providing an innovative facility to its three million customers."

ampliar

To prove the effectiveness of Banricompras Mobile, the president himself Fernando Lemos, during the meeting, made the first payment transaction

through the electronic channel. Requested a pizza by the tele-service delivery of Pizza Hut, and on receiving the application, paid the amount with your bank card to the delivery, which was already carrying the equipment to perform the transaction.

With only a cell phone attached to a printer that also has the function of the card reader, the electronic transfer of funds had total success, allowing the establishment convenio get paid for your product.

The Banricompras Mobile was designed to be used in cases that require the convenience of mobility, such as tele-deliveries, taxis, general service providers (electricians, hydraulic, etc.), among others, and with reduced amount of transactions. Can accredit the new product the shops that have service delivery and tele-person provider of any service.

Lemos said that the new product was developed in conjunction with the Operator and EverMobile Vivo, commercial and technological partners, respectively. According to the Regional Director of Southern Living, •Ien Wengenowicz, the mobility of Banricompras is coming to the market segments with special offers in Pre, Control, Post-Pay Individual and Business Alive for the purchase of equipment compatible with the product. "The projection is that over 30 thousand customers will use the new service."

Fernando Lemos handed, also a mobile kit of Banricompras to the owner of Pizza Hut, Henry Chmelnitsky, and the taxi driver, Roner Cesar Borges, who will use the equipment in the delivery of its services.

The Banricompras Mobile is available for the account of Banrisul and those who are not customers can open an account in the Bank's network of agencies and request the registration in the service. Initially, the new product will be available for Porto Alegre and the Metropolitan Region, and the beaches on the coast of Tramandaí, capon's Canoe and Torres. Mobile Banricompras by the agreement to his client could offer three forms of payment: venda sight, pre-dating (with one due in 60 days) and split.

Photo: Ivan de Andrade

Tags / keywords: [Region](#), [Porto Alegre](#), [Region Metropolitana](#), [Banrisul](#), [Tramandaí](#), [Brazil](#), [customers](#), [sales](#), [wireless](#)



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