

# MTN Business Kenya sponsors 2011 Banking Awards

KENYA: MTN Business Kenya sponsored two categories - Best bank in the use of technology and Best bank in online banking - in the "Think Business" 2011 Banking Awards in Kenya.



MTN Business Kenya MD Tom Omariba said; "The use of technology has grown exponentially among many major banks due to the availability of high-speed broadband capacity from the submarine cables. Today, every bank is enjoying the benefits of internet connectivity enabling smooth operations of services to their clients by having a robust and reliable communication platform enabled by players such as MTN Business."

The adoption of ICT within banks allows for the enhancement of customer service, where existing customers can receive effective and efficient services whenever they are within the banking halls and when they are out of them.

## ICTs, an important enabler - Omariba

Continues Omariba; "ICT has become an important enabler for many banking services, where as customers can access the services by a touch of a button on their cellular phones and computers through the introduction mobile and internet banking. This allows banks the opportunity to reduce their operational expenditure by adopting technologies that eradicate manual processes which were previously slow and costly to running the businesses.

This year's banking awards had 18 categories for banks to compete in. This included the Best Bank in Kenya; the Bank with the lowest charges; Best Bank in Customer Satisfaction; Best Bank in Product Innovation; Best Bank in Product Marketing; Best Bank in SME Banking and the Best Bank in Mortgage Finance among many others.