

MEDIA RELEASE

Even easier to access current account overdraft

Current account overdraft with Intesa On-line

Belgrade, December 20, 2017 – In line with the current digital trends and growing expectations of banking product and service users, Banca Intesa has enabled its clients to submit requests for current account overdraft and for request to be approved using the Intesa On-line electronic banking application, without visiting the branch office.

When submitting requests, clients have the possibility to decide for themselves about the size of the overdraft within the maximum offered amount, and they will receive the confirmation response by SMS or email within only 15 minutes of applying.

“We are aware that the digitalization of business processes, products and services will be the main requirement for success in the coming years, which is why the integration of electronic channels into everyday interaction with clients is an important part of Banca Intesa’s business strategy. With the latest expansion of our digital offer, we wish to respond to the requests and needs of our clients who want even greater availability of products, high efficacy of service and a personalized user experience,” says Darko Popović, member of the Executive Board and Head of the Retail Division at Banca Intesa.

By improving its digital offer one year ago, Banca Intesa had offered people in Serbia the possibility to submit requests for cash loans using the Intesa On-line application. Today, on-line cash loans account for around 14% of the total amount of all cash loans approved by Banca Intesa.

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terminals, as well as a professional team of around 3,000 employees, the Bank achieves stable results in all areas of business by developing activities in the retail, small business, corporate and local government sectors.