



AIB WAP Mortgage Service Launched

1st June 2000

AIB Mortgages Direct have launched their WAP mortgage service to Esat Digifone WAP customers.

The service will include:

Mortgage In Principle indication

Mortgage Quotation

AIB Mortgage Rates

Competitor Rates display

Call AIB Mortgages Direct facility

Customer Benefits

Customer has access to essential mortgage related information, via their WAP phone, to assist their decision-making process whilst browsing their prospective new home.

House price bid offers may move quickly close to closure date. The WAP solution enables the potential house-buyer to make well-informed, time critical decisions, in response to unexpected competitive offers, irrespective of their location.

The 'time-starved' customer need for convenient delivery of information, independent of location, is being met.

Aidan Clarke, Head of AIB Mortgages commented:

“We have recognised that success is not just about a competitive rate; it is about delivering excellent 'e-service' to the customer at all stages of the process of obtaining mortgage funds for their home. Our 'Mortgage WAP-service' will be the first of a number of enhancements to support our goal of achieving greater market share in Ireland, via our blended channels of branch, telephone, internet & WAP.”