

Zenith cements leadership in cashless banking space



Zenith Bank Ghana has cemented its leadership in propelling the cashless agenda in Ghana's financial services industry by winning the Most Cashless Bank in the country for the second year running at the 2016 edition of the Ghana Banking Awards.

The stellar feat, which comes on the heels of the Bank being ranked 7th in the 2015 Ghana Club 100 Rankings of the most prestigious companies in Ghana, is an honour duly earned, as the Bank did not rest on its oars but continued to innovate in this space after winning the award in 2015.

"Winning the Most Cashless Bank award again is a natural consequence of the succession of efforts and innovations we have embarked upon in furtherance of the cashless agenda and in our bid to increase the convenience in banking that our customers deserve," said Henry Oroh, the Managing Director/Chief Executive Officer of the Bank.

He added, "In the last 11 years as a licensed Bank in Ghana, Zenith has been at the forefront of innovations to help people diversify away from cash to quicker, safer and more efficient channels of payment, which are not only required in a digital age but have a catalytic impact on the pace of economic activity."

The Bank's existing bouquet of digital/electronic banking solutions include Zenith Visa Cards, which come as credit, prepaid or debit cards for local and international payments; Z-Prompt, a transaction notification service; Individual Internet Banking (iBanking); Corporate Internet Banking (ADPS); and Mobile Money services, which enable accounts to be linked with mobile money wallets for transactions such as bill payments and airtime top-up.

Others are e-Ticketing for reservations and payment of airline bookings, and the highly convenient School Solution service, which allows school fees and other educational fees to be paid online or via any Zenith Bank branch.



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Zenith excited the market in early 2016 by introducing a new e-Commerce service known as GlobalPAY, which brings merchants, cardholders and payment networks MasterCard and Visa together on a platform created by the Bank to facilitate safe online transactions.

GlobalPAY functions as a secure web-based collection gateway for merchants such as supermarkets, shopping malls, stores, large and small corporates, airlines, internet companies and other businesses to sell their products and services online and receive real-time authenticated card payments from customers all over the world.

Zenith Bank has also continued its wide deployment of Visa-enabled Points-of-Sale (PoS) terminals to merchants across the country to minimise the use of cash and promote efficiency and cost savings in payments.

“Our pledge is to consistently leverage our cutting-edge digital banking infrastructure and expansive partnerships to retain the lead role in the promotion of cashless and branchless banking for the benefit of the Ghanaian economy and people,” the MD/CEO said.

Zenith Bank has bagged four other awards in 2016, each of which it also won in 2015. These are **Best e-Commerce Bank, Best Customer Service Bank, and Best Corporate Bank, 2016** from the internationally-acclaimed Global Banking & Finance Review Awards, as well as **Best Banking Group Ghana, 2016** from the World Finance Awards.



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