White paper title: Branchless Banking – Take the Branch with You.

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**Introduction:**
Mobile Branching is enabling the phasing out of physical 'brick and mortar' bank branch buildings. Customers make use of Online Banking for most banking functionality except that they still have to go into branches to authenticate loan, mortgage applications, new account creation and to make cash deposits. This can create frustration due to long queues and due to the slow process of filling out forms.

Mobile banking using the Mobibranch App, allows employees of the bank using a tablet and the mobile app to go directly to the client's premises and process any type of transaction thereby reducing the time and increasing customer satisfaction (Akinyomi & Olagunju, 2014)(Mobilearth Inc, 2013).

There is a great cost saving in Mobile Banking. Removing printing, scanning, shredding, printing supplies, maintenance of equipment and infrastructure from the Bank's expenditure. The paper saving alone is an Eco initiative to which most customers will align themselves. Bank employees can work from anywhere as long as they have access to the Internet.

Being mobile assists in getting to the customer timeously and processing their requests quickly (King, 2012), with only a single point of responsibility, the employee that is assisting with the opening of the new service reduces the chance of human error. Identification is by means of the client's photograph or fingerprint thereby enhancing security. As the client is in his chosen location, privacy and security of information is limited to only him and the bank employee, reducing security risk.

**Conclusion:**
The benefits described above are self-evident to everyone that is comfortable with technology. The late or reluctant adopters of technology that still require branch interaction are not taken into account in the above assessment, preferring and trusting the 'brick and mortar' branch buildings and distrusting internet banking or mobile technology as described by (Franksiska, Purwati, Nugroho, &

Widodo, 2013), this portion of society will be lost to these Banks. Building societies in Britain have identified this problem and have refrained from implementing branchless banking to keep the face to face interaction required by this population sector as clearly shown by (Willis, Marshall, & Richardson, 2001).

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