

# Sunday Business

## FCMB assures summer makers of value for its cards

IHEANYI NWACHUKWU

First City Monument Bank (FCMB) has assured holidaymakers using its MasterCard, Visa and Verve Cards that they are in for better value, seamless service and excellent experience following the full implementation of its recently commissioned technology solution, otherwise named, Finacle 10.

The bank said holidaymakers will now have access to over 850 airport lounges around the world with their priority pass card (available only to MasterCard holders) since the cards are acceptable all over the world.

While responding to the media in Lagos, John Iwuajoku, Group Head, Cards and Electronic Banking at First City Monument Bank (FCMB), said "we have set our eyes on providing robust products and facilities that meet the demands of today's innovative environment and complex desires and experience of our teeming customers in order to provide them with flexible options for maximum benefit and excellent long lasting customer experience."

"This is very important to us. The comfort we are promising our customers with our cards includes increased



transaction limit even in the face of other institutions shutting down their international transactions. Ours give access to much more than moderate transactions with subsisting exchange rates reflected on transactions executed with all FCMB cards anywhere in the world", Iwuajoku, stated.

Compared to generically issued cards, FCMB MasterCard, Visa and Verve cards (Verve is for local transactions only) are configured in variants that suit different lifestyles, usable by all segments of the society and are quite easy and simple to activate.

This lender of choice with a robust product suite for businesses and individuals alongside its award winning service

culture, is said to be leveraging diverse capabilities by investing extensively in channels to reach more customers.

FCMB's customers are embracing alternative channels such as mobile at an impressive rate, whilst many crave for the reassurance of a 33-year enduring experience of a financial institution that has endeared itself to its customers.

The advent of financial innovation such as smart card, credit card, electronic transfers in the payment system space and the launching of internet banking has transformed the world into a global village linked with electronic impulses.

First City Monument Bank (FCMB) said even if an indi-

vidual is not a customer of the bank; it has re-emphasised that all travelers and holidaymakers can as well cash-in on these opportunities.

Its cards are issued instantly when an account is opened. The bank also has its pre-paid card in all card types, MasterCard, Visa and Verve (used within Nigeria only) for customers who do not wish to open current or savings accounts with the bank. Holders receive SMS for alerts to signal customers' confirmation of authorized or unauthorised transactions while backed with 24/7 support through a multi-lingual contact center.

FCMB has invested in the acquisition of a robust infrastructure and security to meet and exceed her customers' expectations while maintaining stakeholders' trust in the FCMB brand.

The bank's technology has vigorously enhanced its cards' high approval rate. Gratifying are the incentives available to holders of FCMB MasterCard and Visa cards which include cash-back promos.

FCMB's Visa cards are tied to second level authentication for web transactions, emergency cash advance in case of theft or loss for its Platinum holders, with referral service and purchase protection up to \$2,000.

## Current FX policy killing our businesses, manufacturers lament

VICTORIA NNAKIAIKE

The General Manager of ALTEX Aluminium Company, Obidike Benjamin, has said that the current forex policy of the Federal Government was bane of manufacturers.

Obidike, who captured the frustration of manufacturers in the country at the moment, said it has not been easy as they have been thrown out of business, adding that before now their warehouses used

According to him, "presently the policies the manufacturers are facing do not have human face. And we want to appeal to the Federal Government to consider business men and others who contribute to the economy of this country."

Obidike, an engineer, also disclosed that when he joined the company "the business was promising and rewarding, it is no longer so. From what we are seeing now, businesses are crumbling and we are heading to level zero."



to be packed full with raw materials which is no longer the case.

He urged the Federal Government to relax some of its policies that are counter-productive.

He advised government and the Central Bank of Nigeria (CBN) to make funds available for investment, adding that their workforce is going down because they can no longer pay salaries.

## My Peak Wazobia experience – Omolade Ibidayo

The 'mother art', is a love best described as architecture. Without such architecture, most children cannot have a soul of their own. The above saying well narrates the healing power of mother

and the love to a child. Mother's love, an unending sincere affection though not seen but lavishly shown cannot be over-emphasized and enough when displayed.

For some, they have tried endlessly before conceiving,

then the stage of sickness that looks incurable in the first trimester of pregnancy, moving over to sleepless night in pregnancy due irregular and uncomfortable sleeping position. Not to talk of the child delivery proper which is always one leg in and a leg out of life existence: celebrating one's mother every day is not enough to show the gratitude for all the pains she has been through. The rigor of taking care of kids at the tender stage will definitely make every human appreciates what his or her mother went through.

Omolade, a middle age woman who lives in the western part of Nigeria, Ijoro Ekiti, Ekiti State, derives so much joy from taking good care of her children not minding all the details and task involved. As growing kids, their breakfast is always a combination of cereals and milk. "My kids' want me to add milk to all their cereal meals especially their breakfast. Having regu-



Segun Olamide

lar supply of milk became a necessity. Either custard or cornflakes, milk must be lavishly added to it if you want the children to enjoy and finish their food, and they always insisted they still have milk in their bags to school. The kids enjoyed the liquid milk in can more

than the powdered milk. While this was no problem at home, it was a challenge when it comes to milk in their lunch boxes.

The introduction of Peak Wazobia has made it easier to economically meet the needs of the family by having easy to carry sachets which are

also very pocket-friendly. Ibidayo's children can now enjoy their favourite Peak milk outside the home at an affordable price: many thanks to Peak Wazobia.

"I cannot describe how I felt when I first saw the Peak Wazobia in sachets. Imagine having such great quality of product and paying very little amount of money for it. My kids love the easy to carry and use pack. They don't need anyone to open their milk for them. As for me, I rest because even when they leave home without breakfast, they can still enjoy their nutritious breakfast before classes start in school. This truly is a case of nutritious breakfast on the go."

Peak Wazobia is concentrated unsweetened full cream milk fortified with extra additional Vitamin B12 plus Folic Acid. It also contains Iodine, Vitamins A, D3, B1 and B6. It is a needed addition to our diet, nourishing body and soul together.



Cynthia Nwosu