

## ANSA launches new banking app

■ Vishanna Phagoo

[vishanna.phagoo@trinidadexpress.com](mailto:vishanna.phagoo@trinidadexpress.com)

ANSA Bank Ltd is changing how customers interact with financial services, with the launch of a new mobile banking app that executives say will make transactions faster, simpler, and more intuitive without compromising security.

The unveiling, hosted at the ANSA Bank's Falls at Westmall branch on Thursday, brought together bank executives, directors, partners, regulators and customers to celebrate what they described as the next phase of the group's digital transformation strategy.

In his opening remarks, chairman David Dulal-Whiteway said the journey began with a vision to 'change how banking is done' and 'create new experiences' for customers.

'To achieve that vision, we must have certain ingredients. We must have a very supportive shareholder, which we found in the ANSA McAL group. We have to have staff who are willing to roll up their sleeves and create a new way of doing business. We were also fortunate to attract directors who not only bought into the vision but were excited to make this a reality. And of course, our customers, who wanted something different from their bankers and were willing to give us an opportunity to serve their needs,' he said.

Reflecting on the past four years, he noted the bank had experienced significant year-on-year growth while laying the foundation for innovation.

He said, 'Today, we are happy to launch our new app, which will make banking much easier for our customers. Banking is a relationship, and it's not just an app; it's all facets of this relationship that are key to providing outstanding service.'

Managing director of ANSA Merchant Bank Ltd, Stephen Grell, who recently returned to T&T to take up the role, said the launch represents both a technological leap and a symbolic milestone.

'The world has gone digital, and with it, our customers' expectations have changed. They want banking that's as fast as a message, as seamless as a swipe, and as secure as it ever was,' he said.

He explained that under the group's '2x strategy', the bank is investing in platforms, processes and people to deliver secure, efficient, and cost-effective channels that remove friction from every stage of the customer journey, from opening an account to securing a loan.

Grell said, 'This launch is more than a technological milestone. It is a promise kept. It is proof that when vision, talent and determination converge, transformation becomes real.'

He added that the momentum being built in 2025 is 'just the beginning'.

### Challenging the status quo

Ansa Bank's managing director, Savan Persad, described the mobile banking app as 'a truly world-class platform' built for convenience, designed for engagement, and engineered for trust.

Persad said the bank entered the market just four years ago with a bold ambition: to challenge the status quo through innovation, customer-centricity, and competitive offerings.

'Our award-winning web-based platform has already transformed how customers engage with us securely, efficiently, and at no extra cost. Tonight, we take that vision even further,' he said.

The app features:

- 15-minute account sign-up with biometric verification
- Instant peer-to-peer transfers via QuickPay using just a phone number
- In-app loan applications with immediate access to credit solutions
- Robust security features to safeguard transactions.

Persad hinted that more features will be rolled out in the coming months.

Stephanie Nahous, banking marketing manager at ANSA Merchant Bank, closed the formal proceedings by highlighting the customer benefits.

'We're not here to add more banking to your life; we're here to give you less banking and more time for the things that matter to you,' she said.

Nahous invited guests to test the app's features on-site, including its quick sign-up process and instant transfer capabilities.

'Think of it as a little sandbox where the only risk is wondering why you didn't try this sooner,' she added.