



## **Award for AIB from UK Institute of Financial Services**

**12th December 2002**

AIB's online top-up service for mobile phones has taken first place in the UK Institute of Financial Services annual awards.

The award was made in the Most Innovative Development of Telephone Channels category and AIB beat competition from Royal Bank of Scotland, Lloyds of London and Green Flag Group to win the award. The judges said the initiative was "simple and easy to use and what customers wanted".

Jim O'Keeffe, AIB's Head of Direct Banking, said that the service provides another convenient service to AIB customers and was "already attracting significant volumes of transactions" through the Bank's Internet and Telephone Banking Services.

AIB customers using these services can top-up any O2, Vodafone or Meteor mobile phone in amounts of €10 to €40, in multiples of €5 and the amount of the top-up is debited from the customer's account.

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