

ING DIRECT INTRODUCES 'ONE SWIPE' BANKING AND APPLE WATCH APP

Tuesday 26 May, 2015: ING DIRECT has introduced true 'one swipe' banking, allowing customers using Apple devices to easily check their [transaction account](#), [savings](#), [mortgage](#) and [superannuation](#) balances with just one swipe.

The 'Widget' feature makes use of the Apple iOS 8 Notification Centre, meaning if customers choose, they no longer have to unlock their mobile device or even open their ING DIRECT app to check their balances, they can simply swipe down on their home screen and their ING DIRECT account balances will be available.

[Lisa Claes](#), Executive Director, Customer Delivery at ING DIRECT, said the 'one swipe' banking feature was just one of the ways the bank is focused on making banking simpler:

"We have found that the key to a great digital experience is not about bells and whistles; our customers want ease and simplicity, with balance checking being towards the top of the list.

"We were one of the first Australian banks to provide the pre-login balance feature, which is used by more than 98 per cent of our [mobile banking](#) customers and which displays account balances by simply tapping the ING DIRECT app icon. Now we have taken this a step further by making it even easier for customers to check their balance with just one swipe."

ING DIRECT on Apple Watch

ING DIRECT has also launched an app for the Apple Watch which can be configured to display a range of account balances, while the mobile banking app has recently been updated with a security feature allowing customers to place a 'hold' on their [Visa debit card](#), preventing it's use until the customer choose to release the 'hold'.

More than 70 per cent of ING DIRECT's mobile interactions are by customers using Apple devices. The 'one swipe' banking feature is not activated by default and is only made available to customers who chose to configure it through their iOS 8 Notification Centre.

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About ING DIRECT

ING DIRECT changed the way Australians bank 15 years ago by launching the country's first high interest, fee free online savings account. Since then, we've brought this low fee value to home loans, transactional banking and superannuation. With over 1.5 million customers – and \$32 billion in savings and \$38 billion in mortgages – ING DIRECT has one of the highest Net Promoter Scores of any other bank in Australia. **Please note ING DIRECT is never abbreviated to ING.**