



BOA Web

Customer Value Proposition

Your Money, Your Fingertips.

Target Market Summary

People who are busy, on the go and have no time to visit the bank



People who are handy with tech



People who do not want to waste time being on standby in the banking hall



BOA Web Customer Value Proposition (CVP) – Summary

Non - Financial

- **Convenience**
- **Assured security**
- **Time saving**
- **Simplicity**

Financial

- **Account inquiries**
- **Payments**
- **Manage account details**
- **Cost saving**

BOA Web Customer Value Proposition (CVP) – Non Financial

Convenience

Transact from anywhere, anytime.

Instructions are uploaded and transfers validated from any location.

Assured security

Superior security with multifactor authentication processes.

6- Digit code is generated on your device that has to be used within 30 seconds window before it expires.

Time saving

Creates time to do much more. Paying or collecting funds at the bank's counter has been is no longer essential.

Simplicity

Gives a better online experience.

Creates efficient and simple answer to managing the account.

BOA Web Customer Value Proposition (CVP) – Financial

Make account inquiries

- View account balances
- View end of day balances
- View detailed transaction movements
- Search and download statements

Make Payments

- Domestic transfers
- International transfers
- Bulk payments
- Beneficiary management – secure addition of a new beneficiary
- Signing of payments

Manage your personal details in your account

- Your account management settings
- Your personal data (email address, mobile phone numbers, address)
- Your security details
- Password settings
- Transaction authentication settings

BOA Web Step by step login process - Returning user

01 Click on the link
<https://boaweb.of.africa/users/authentication>

02 On the top right-hand side of the screen, click on preferred language between French "FR" and English "EN".

03 Input the User Name ID - (the one you were using on the previous Bweb)

04 Click on the
"Send reset instructions"

05 You will receive an email with the link, click on change password. Ensure to use the link on Mozilla/Chrome

- Insert the last 7 digits of your account number under **Account root.**
- Insert your existing username Under **Identifier code.**
- Insert your **new password.**
- Confirm the **new password.**
- Then click on validate (you will then get a confirmation email that your password has been changed).

BOA Web Step by step login process - Returning user

06

Log in using your existing username and the new password you created.

07

Download google authenticator from your Apple store or Google Play store (brief guide attached), scan the bar code showing on the screen to activate the authenticator and then input the 6 digit code.

08

Accept terms and conditions.

09

You should now be able to access the portal.

First connection to BOA Web

Contact your account manager to complete the sign- up form. The setup will be completed and an e-mail with login instructions sent to you. **(Then follow the returning user instructions).**

