

Latinia Introduces ‘Tweet Banking’

POSTED BY KENNETH G. MAGES, ON DECEMBER 20TH, 2011

Latinia, a Spanish messaging vendor, has **announced** a ‘tweet banking’ notification product.



Latinia strictly proposes the use of Twitter as an alert [communications] channel, via direct messages (DM), where the convenience of the clients prevails, being able to choose which channel to use to receive status of their accounts, cash withdrawals, etc., whether via SMS, push-notes or Twitter. In Latinia we have called it ‘tweet banking’. To this respect, Latinia has introduced the latest innovation of its infrastructure product LIMSP during this past year, after the implementation of push notifications, working on opening to new asynchronous channels on its service delivery product line-up.

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