



Mobile internet on duty of lost / stolen card... holders

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Today has been launched Internet's „Open Card Line” (www.opencardline.com) – first („British & Polish”) stage of global CSR project. Its main goal is to enable, especially young and active customers of retail banks, instant and open access to the mobile possibility of reporting on lost or stolen cards directly to their banks.

Mobile website www.opencardline.com lets everyone start quick call to his/her bank's card line in 3 simple steps. Moreover, everything happens just from the level of mobile phone Internet browser. It means that person, whose cards (or even wallet and also mobile phone) have been lost or stolen, is able to make almost instant call to right bank card lines, having access to mobile phone Internet (e.g. by means of friends' mobiles). Entering address: www.opencardline.com, equals then no stress and fury - when bank card line number is needed as soon as possible or usually at once.

Prime target group that www.opencardline.com is aimed at appealing to, are people who make the reality as “Global Village”. They are 20-35 years old and living in large cities around the world. They're studying, working and enjoying themselves in places, where cards are being most often lost or stolen. They are keen on multimedia mobile phones and speak English good enough to understand basic hints and advices in English.

The source of embodying the idea of “**Open** for all **Card help Line**” (which would be like a first contact mean for letting cardholders meet emergency obligations towards their banks), is an effect of common cases taking place also in the UK. Many banks run more than one card help line *i.a.* according to all market segments of their customers. But when your cards have been lost or stolen, you are not always sure you have made everything you should, calling only one time to your bank. Exactly such thing happened to the author of Corporate Social Responsibility project “**Open Card Line**” - Mr Roman Mazur*, who once had to call to some bank two times to report effectively on stolen personal and business cards. Cardholders who are not aware of the ways of construction of banks' structures hardly ever call to them more than one time to report on lost cards. It is also very often interfered in ambiguous banks' statements on their websites. For instance, there're in Poland examples of asking cardholders for calling to the emergency numbers shown on their... cards (lost or stolen, yet)!

* **Roman Mazur MBA, MBPCC** – Polish living and working in London, who is DIP Strategic Business Planning Consultant in financial services market (specialising in crisis management & new business development in retail banking), as well as active member of British Polish Chamber of Commerce, awarded with the first prize: “[Best in Corporate Social Responsibility](#)”, in the [BPCC 2009 Annual Awards](#)