



# First National Bank

First National Bank (FNB) and Snapplify Partnership

## Key Challenges



### Limited Access to Affordable Textbooks

Customers needed an easier, more cost-effective way to purchase educational materials.



### Lack of Secure Digital Infrastructure

FNB needed a secure platform for purchasing e-textbooks using their eBucks rewards.



### Complex Purchase Process

Buying textbooks through traditional platforms was not convenient for parents, learners, or educators.



### Insufficient Educational Resource Diversity

FNB required access to a wide range of high-quality, up-to-date educational content from trusted publishers.

## Improvements and Successes

First National Bank has seen significant improvements since adopting Snapplify, including:

- ✔ **Cost-Effective Textbook Access**  
Snapplify enabled FNB customers to purchase e-textbooks at the cheapest rates in South Africa, with up to 40% off using eBucks.
- ✔ **Streamlined Purchase Process**  
Customers now enjoy a quick, seamless platform where they can easily redeem Snapplify vouchers and access their e-textbooks instantly.
- ✔ **Secure and Reliable System**  
Through Snapplify Pay, FNB provided a secure, trusted infrastructure for redeeming eBucks for textbooks.
- ✔ **Broad Content Range**  
Snapplify's partnership with leading educational publishers ensured FNB customers access to top-quality, up-to-date learning resources.



*"Working with Snapplify, FNB has given customers a simple, quick, and affordable way to access prescribed textbooks or supplementary study material."*



“Snapplify provided our customers with the cheapest way to buy e-textbooks in South Africa.”

## Implementation



### Snapplify Pay Integration

A secure payment gateway was integrated, enabling FNB customers to safely redeem their eBucks for e-textbooks.



### Vouchers with Discounted Offers

Snapplify facilitated voucher purchases that offered up to 40% off, making educational content more affordable.



### Access to Leading Publishers

Snapplify partnered with trusted educational publishers to ensure that FNB customers could access a wide range of relevant and high-quality textbooks.



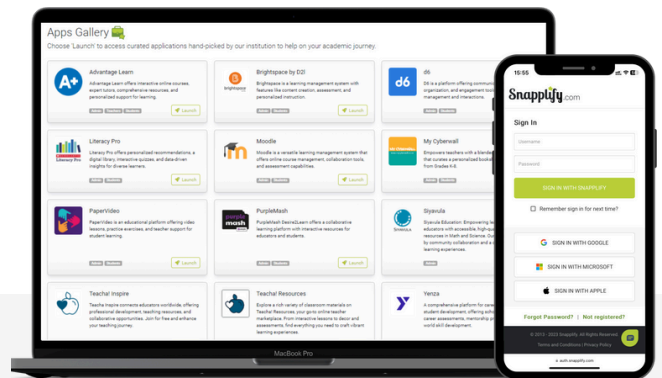
### User-Friendly Platform

Snapplify's platform allowed customers to easily navigate their curriculum choices and select the right materials for their needs.



### Instant Digital Access

After purchasing, customers gained immediate access to e-textbooks, simplifying the process of acquiring study materials.



## The decision to choose Snapplify

FNB selected Snapplify for its proven ability to deliver affordable, high-quality digital education resources through a secure, convenient platform. Snapplify's existing partnerships with educational publishers and their seamless integration of voucher-based purchases were key factors in this decision. Additionally, Snapplify's innovative solution aligned with FNB's goal to support education and deliver greater value to its customers through the eBucks rewards programme.

## About First National Bank

Widely known for its innovative banking approach, First National Bank (FNB) provides financial services to millions across South Africa. Their industry-leading eBucks rewards programme allows customers to access a range of additional services. However, FNB faced the challenge of leveraging their rewards programme to further support education, improve access to textbooks, and offer more value to their customers.