

Jamaica National launches new JN Video Transfer

Sending money to Jamaica from overseas is set to become a cool, new and exciting experience for JN Money Transfer (JNMT) customers this Christmas, with the launch of the new JN Video Transfer.

The new product being launched in Jamaica on Friday, November 6 and November 7 in all overseas JNMT branches, will allow JNMT customers sending and receiving money from abroad to also send video messages to loved ones along with remittances.

“The concept was developed as part of our continued commitment to keep Jamaicans in the Diaspora connected with their loved ones in Jamaica,” says Earl Jarrett, general manager of the Jamaica National Building Society, the parent company of JN Money Services Limited (JNMS) which operates under the JNMT brand.

“We want to give them an opportunity to tell family and friends how much they care, not only by sending money home, but by allowing them to also literally tell their loved ones about the thought behind the gifts they send,” Mr. Jarrett adds.

The introduction of the JN Video Transfer will revolutionise the money transfer market, General Manager of JNMS, Leesa Kow says, as currently, no other remittance-based company offers a service like this.

“Although the technology isn’t ground-breaking, the application against the JNMT brand and service is new,” she explains. “The concept is to place ‘I LOVE’ JNMT Video Kiosks in all JN branches around the world,” she adds.

From the kiosks, JN Video Transfer users will be able to send and receive video messages for an affordable cost. Customers will pay special introductory cost of US\$5.00 to send a 30 second long video message and US\$3.75 in order to respond to the message. JN Video Transfer users will be able send videos with or without a remittance from any JN Money Transfer branch in Jamaica, the UK, USA and Canada, and from the National Building Society of Cayman in the Cayman Islands and Jamaica. JNMT customers will benefit from discounted rates.

“In keeping with the ‘I LOVE’ Campaign, we felt it necessary to further create a medium that would enhance the JN Money Transfer service and broaden the appeal of the brand,” Miss Kow says. “It allows our customers to say ‘I love you’ in a unique, creative and tangible way that lends itself to an almost metaphysical pull factor and a feeling only experienced at JNMT branches,” she adds. Jamaicans received more than US\$128 million through remittance companies in August, a much improved performance over the \$124 million pulled in during the same period last year, according to data posted by the Bank of Jamaica. Remittances are an important source of income for many in the economy as it is the leading foreign exchange earner. Most remittances are sent to help support family and loved ones rather than for commercial purposes.

“The money being sent is an extension of a need to stay tied to and to support those left behind. Therefore as with most loved ones, there is a desire to stay connected,” Mr. Jarrett says, “Our aim is to enhance that connection by allowing our customers a virtual experience that no other remittance-based company currently offers,” he says.