

JN Foundation launches new app

IN KEEPING with trending technological advancements, the Jamaica National Building Society Foundation has launched a JN Foundation app to extend its database globally.

The brainchild of Saffrey Brown, general manager of the JNBS Foundation, the app was born out of the organisation's intention to make its information available to users in innovative and interesting ways.

"We are always looking for cutting-edge ways to communicate with our partners and volunteers and, therefore, this is a novel way to stay connected," Brown noted.

Since its launch on February 9, the JN Foundation app has received a high level of downloads from users around the world, as far away as China, and it has been growing in recognition locally, especially among young people.

"We recently held an orientation exercise for our newly recruited Act!on Jamaica volunteers, and they discussed improved accessibility to information about the Foundation to facilitate their ongoing involvement. They wanted to keep abreast, and we thought that an app would respond to their need," Brown explained.

NEWS AND INFORMATION

Regarded as a central platform for JN Foundation activities, the app also features information about subsidiary companies of Jamaica National and provides access to local news.

She said that the objective is to make this app informative and resourceful. Therefore, it offers a unique resource for users, providing instant updates about upcoming activities, and photos from JN Foundation events, which are also linked to Facebook, Twitter and Instagram. And, users can also sign up by way of this app to become a Foundation volunteer and participate in an incredible information loop.

"We will continue to improve the database for



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Home screen for the JN Foundation app.

this app, given the level of feedback from users," Brown says, "as we intend to make this application one of the most sophisticated apps of its kind."

The JN Foundation app can be downloaded from Google and Apple application stores.