

MaxiSend launches mobile app, bringing 25 years of trusted service to customers' phones

New app lets customers send and track transfers in one place, backed by the agent network that has served communities for a quarter century

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[MaxiSend](#) has launched a new mobile app, giving customers a digital option to send remittances alongside its longstanding agent network. MaxiSend is one of the largest and most

established money transfer companies serving the United States to Latin America, Vietnam, and the Philippines. The app lets customers send money without changing how they already work with their local agent.



“

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*Alejandro Tapia, Chief
Revenue Officer*

The app is available nationwide now, following two and a half years of development and months of testing across multiple corridors, including Mexico and Guatemala. Customers can create a profile, send a transfer, and track its status, all from a single app. To complete a transfer, the customer shares a pickup code with their recipient. The recipient can then use that code for cash pickup at any of MaxiSend's thousands of global payment points, or receive the funds directly in a bank account.

"We always try to be very close to our customers," said Alejandro Tapia, Chief Revenue Officer at MaxiSend. "Some customers are deciding that they prefer to use an app instead of going to the agent, and that's why we decided this is the right time to create a very solid, very friendly user app."

The app runs alongside MaxiSend's agent network of more than 4,500 authorized locations across 47 states. Customers can choose either option at any time. Using the app does not change their existing relationship with their local agent, and agents remain a point of contact for

customers who want one.

"We are not launching this app just for the customer," Tapia said. "We are launching this app to offer the agents another way to continue helping the customers."

MaxiSend introduced the app to customers through a nationwide social media campaign. Agent-facing tools and training will follow in the coming months. These tools will give agents another way to help customers who want a digital option, while customers keep their existing relationship with their local agent. MaxiSend's customer care team is available to support app users directly, in addition to the support customers already receive through their agent.

The app joins MaxiSend's existing lineup of services, including bill payments, mobile top-ups, and domestic transfers. Tapia said the company plans to keep expanding what customers can do through the app and the agent network alike. Additional product updates are expected as the rollout continues.

About MaxiSend

MaxiSend is one of the largest and most established money transfer companies serving the United States-to-Latin America corridor. Founded in 2000 and headquartered in Irving, Texas, MaxiSend operates more than 4,500 authorized agent locations across 47 states and 130,000+ payment points globally. The company serves millions of customers each year across 50+ countries, with primary corridors connecting the US to Mexico and Latin America, Vietnam, and the Philippines. MaxiSend is a licensed Money Services Business in 50 states, Washington D.C., and Puerto Rico (NMLS ID: 979622) and is backed by institutional investors including Wells Fargo Commercial Banking and Centerbridge. Send More Than Money.

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