

Al Salam Bank Launches its Virtual Branch to Expand Banking Channels

1 June 2020, Kingdom of Bahrain:

In line with the digitization strategy, Al Salam Bank-Bahrain, the pioneering Shari'a-compliant Bank in the Kingdom, has announced the launch of its virtual branch. The virtual branch provides customers with safer, faster and more convenient banking services in light of the unprecedented circumstances caused by the COVID-19 pandemic.

Complementing the Bank's other digital banking channels, the virtual branch enables customers to book an appointment and conduct video calls with customer service advisors to address all their banking requirements. The virtual branch offers customers a new channel to address their banking inquiries including financing solutions, account offerings, Wakala rates, and the latest offers without the need to visit the branch.

"We have witnessed increasing interest in virtual services amongst our customers. Our strategy continues to focus on delivering high quality services through modernized platforms to enhance customer experience. Al Salam Bank is committed to diversify and expand its customer engagement platforms and banking channels", explained Mohammed Buhijji, Head of Retail Banking.

Mr. Buhijji added: "Al Salam Bank's latest offering is in line with our commitment to digitize our offerings and respond to the evolving needs of our customers. While adhering to health and safety guidelines, our customers will be able to bank seamlessly by using the virtual branch alongside the Bank's other engagement channels including WhatsApp Banking, the Apply@Home service, our customer care center, and our digital onboarding & mobile banking applications".

Al Salam Bank continues to implement significant enhancements to its IT infrastructure to enable seamless operations and improve customer experience. To future-proof against the everchanging



landscape, the Bank will roll out new technologies focused on reducing friction in service delivery and enhancing customer journey.

The virtual branch will be available from Sunday to Thursday from 8:30 am to 3:00 pm. Customers can access the branch through the Bank's existing Skiplino remote queuing management system.

For further information, please contact the Bank via WhatsApp banking services on 17005500.

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