

Al Salam Bank-Bahrain launches new and fully customizable digital banking app

- New flagship app combines digital onboarding with full suite of mobile banking features
- Customers enjoy an elegant, intuitive and fully customizable user experience
- A range of exciting new features include enhanced, state-of-the-art security and new 'Family Account' offering, catering to the customer's whole household

Manama, 29 June 2020: Al Salam Bank-Bahrain (Al Salam Bank) has announced the launch of its new state-of-the-art digital banking application (app). The new app will offer a full suite of mobile banking services, including family accounts, digital onboarding, and a comprehensive range of exciting new features. It will also be used to launch new products and services.

The new app provides an intuitive and bespoke user experience, granting customers complete control over their accounts through a fully customizable dashboard that brings a personalized banking experience to the user's fingertips.

Head of Innovation at Al Salam Bank, Mohammed AlShehabi, commented: "We built this app with the customer being the focal point. We also applied the 'new normal' of social distancing and the subsequent shift to cashless and touchless. The app has been shaped by today's environment, both in how it behaves and interacts with the customer. Our aim was to create an elegant, aesthetically pleasing and easy-to-use interface."

Key features of the new app, which is available in both Apple and Google Play stores, include:

- A new Family Accounts offering that extends supplementary accounts and debit cards to the whole household, while allowing the main account owner to track and monitor their spending
- State-of-the-art, advanced cloud-based customer security features and authentication methodology
- An entirely digital onboarding process, allowing users to become customers in minutes, and instantly open a Danat Savings account and place Wakala investments without any physical interaction

Commenting on the launch, Mohammed Buhijji, Head of Retail Banking at Al Salam Bank-Bahrain said: "This inaugural release of the app is only the beginning. We'll be continuously improving and updating the app, presenting our customers with an ever-widening range of new features and offerings. Upcoming releases will offer more options for customers to go branchless, go contactless and go fully digital."

As well as those features listed above, the app allows customers to view their account analytics, transfer funds between accounts, view their financing facilities, update their

KYC details, top-up their accounts using debit cards, login biometrically and register through an improved and more streamlined process.

The list of features for the Family Account supplementary interface includes a simple login process, whereby the account holder assigns family members with usernames and passwords; the ability to view both account balances and transaction history; and a fully personalisable dashboard.

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