Al Salam Bank launches its new online product application service "Apply@Home"

Customers will have access to apply their desired banking products online

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Al Salam Bank-Bahrain, one of the pioneering Shari'a-compliant banks in the Kingdom, announced the launch of its new online product application service "Apply@Home" that allows its retail customers to apply for the desired banking products electronically and provides quicker service time-frame at the click of a button without the need to visit a branch.

On the occasion of rolling out the new service, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank-Bahrain said: "As an advanced Shari'a-compliant bank that keeps abreast of technological progress, it is our responsibility towards our valued customers to facilitate banking products in an easily accessible environment.

Traditional banking requires customers to visit the branch to apply and then to submit the required documentation which may result in multiple branch visits in order to complete their application request. Over the years, we have exerted efforts towards leveraging the use of technological advancements that helps in simplifying the process of specific operational aspects for our customers. Now with our new online product application service "Apply@Home", customers can take advantage when applying for any of our financing facilities or even request to open an account, Wakala deposit account and Danat Savings account by simply visiting our website, fill in the desired product application, upload the required documents electronically and in a secured environment - without leaving their comfort zone whether at home or at work.

Mr. Mohammed Buhijji further added, our dedicated Customer Service Agents/ Relationship Managers will provide the applicant with a personalized service by visiting them at their convenient time or the applicant can easily book a branch visit that is most suitable to their schedule and complete their banking request more comfortably. This new initiative is in line with our philosophy of keeping the customer's needs as the focal point of our business providing them with a tailored service that efficiently caters to the ever-changing banking requirements of customers.

For further information or assistance, please visit our website www.alsalambahrain.com or contact our customer care center on 17005500.

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