Al Salam Bank-Bahrain introduces WhatsApp banking services

- ***WhatsApp banking available 24/7 for inquiries***
- ***Features interactive messaging with transactions executed via regular digital banking channels***

12 May 2020, Manama, Bahrain: Al Salam Bank-Bahrain, the pioneering Shari'a-compliant Bank in the Kingdom, introduced WhatsApp banking services to empower customers to conduct online transactions and make inquiries in real time.

The service, available 24 hours, seven days a week, answers questions about the Bank's products and services via cutting edge chatbot technology which is fully conversant with Al Salam Bank's suite of offerings. Customers can submit e-applications and make electronic payments via the WhatsApp service, which redirects them to the appropriate channel on the Bank's website, online banking or mobile banking app. The interactions are fully secure, with customers' data and privacy protected via WhatsApp's end-to-end encryption.

Al Salam Bank-Bahrain Head of Retail Banking, Mohammed Buhijji said: "The current COVID-19 pandemic has highlighted the importance of digital banking services, not just for convenience but also for customer health, safety, and wellbeing. We are pleased to support the Government's 'Stay at Home' campaign by adding WhatsApp banking to our growing line up of digital services, including our online banking and mobile banking platforms."

"Our sophisticated chatbot is frequently updated with the latest information, making it easier than ever for customers to make general inquiries about financing facilities, accounts, cards, Wakala accounts or the latest Danat savings scheme prizes. It is as easy as texting a friend and offers the added benefit of providing immediate responses around the clock, literally putting the Bank at the customer's fingertips."

Customers can access the service by adding 17005500 on WhatsApp and simply starting a chat. For further information, visit alsalambahrain.com or contact the customer care center on 17005500.

– Ends –

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About Al Salam Bank-Bahrain

Al Salam Bank-Bahrain B.S.C (ASBB) is an Islamic bank headquartered in the Kingdom of Bahrain, and licensed and regulated by the Central Bank of Bahrain.

ASBB was established on 19 January 2006 in the Kingdom of Bahrain with paid-up capital of BD 120 million (US$ 318 million) and commenced commercial operations on 17 April 2006. The Bank was listed on Bahrain Bourse on 27 April 2006 and subsequently on the Dubai Financial Market (DFM) on 26 March 2008.

ASBB completed its merger with the Bahraini Saudi Bank (BSB) on 22 December 2011. On 2 February 2014, Al Salam Bank-Bahrain and BMI Bank B.S.C. (c) confirmed the conclusion of a business combination between the two institutions after obtaining the approval of their shareholders at their respective extraordinary general assembly meetings, and of 30 March 2014 BMI Bank became a wholly owned subsidiary of ASBB.

ASBB offers its customers a comprehensive range of innovative and unique Shari'a-compliant financial products and services through an extended network of branches and ATMs, utilizing the state-of-art technologies to meet various banking requirements. In addition to its retail banking services, the Bank also offers Corporate Banking, Private Banking, Investment and Treasury services. The Bank's high-caliber management team is comprised of highly qualified and internationally experienced professionals with proven expertise in key areas of banking, finance, and related fields.