In line with its digital approach and its efforts to elevate its banking experience

Al Salam Bank Launches New Digital Personal Finance Top-Up Service

Manama, Bahrain – 4 December 2023: In pursuit of its digital transformation journey, Al Salam Bank has launched its latest digital service, allowing existing clients to top up their personal financing effortlessly. Through the mobile banking application, clients can instantly request without the need to physically visit any of the Bank's branches.

This comes in line with Al Salam Bank's dedication to providing innovative products and services, all guided by its client-centric, digital-first philosophy. The launch exemplifies the bank's commitment to its Guiding Principle: "We are Digitally Native," aimed at delivering cutting-edge banking services that align with clients' expectations and enrich their banking experience.

This innovative service is accessible to all users of the Bank's mobile application with the added convenience to the seamless application process of calculating the maximum top-up amount based on each client's financial creditworthiness.

On the occasion, Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, said: "At Al Salam Bank, we have embraced a digital-first approach to meet our clients' banking needs while offering them an unparalleled banking experience built on comfort, simplicity, and efficiency. By staying at the forefront of technological advancements, we consistently introduce innovative solutions that streamline our clients' banking processes and transactions. As such, we are introducing a digital personal finance top-up service without the need for physical branch visits. Our commitment remains steadfast in providing our clients with exceptional products and services that not only facilitate their transactions but also simplify their day-to-day lives."

Al Salam Bank has introduced a diverse array of innovative products and services, alongside personalized solutions across various platforms. The Bank's mobile application includes a variety of exclusive services including; Buy Now Pay Later, Salary Advance, Goals, Salary Transfer, and the Fils Challenge.

For more information on Al Salam Bank's products and services, visit the Bank's website www.alsalambank.com, WhatsApp on 17005500, or book a virtual appointment through the Skiplino app.

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