In line with its digital-first mindset and innovative approach

Al Salam Bank Launches Video Call Service to Digital Self-Service Kiosk

Manama, Bahrain – 5 October 2023: Al Salam Bank announced the launch of a video call feature on its digital self-service kiosk, which launched late last year. The new digital feature will enable clients to request direct assistance from a representative from the Bank by connecting through video during official working hours. The launch aligns with the Bank's efforts to facilitate banking transactions by using the latest digital technologies to elevate its clients' experience.

As the first platform of its kind in the Kingdom equipped with Benefit's biometric and e-KYC (Know Your Customer) authentication technology, Al Salam Bank's state-of-the-art self-service kiosks have a number of exclusive digital services available round-the-clock. The service was launched during the Bank's migration process, in which it aimed to facilitate a smooth and easy transition for Ithmaar Bank's retail banking clients to Al Salam Bank.

The digital kiosk offers a number of essential digital services, including: onboarding new clients, account opening, issuing new debit and prepaid cards, issuing replacement cards, updating personal information instantly (e-KYC), or printing IBAN certificates, account statements, and account balance certificate. With the new video call service, users now have access to direct support from a client service representative to complete any necessary transactions.

Commenting on the occasion, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, said: "At Al Salam Bank, we have adopted a digital-first mindset by utilizing the latest technologies to provide our clients with smart services for a more comfortable, enriching banking experience. As such, we have launched a new video call service on our digital self-service kiosk, which allows clients to communicate directly with a client service representative during the Bank's working hours to receive quick and effective support. We look forward to continuing our transformation journey with more innovative digital services in line with our brand promise to 'nurture relationships by enriching experiences' and to meet the needs of our valued clients. "

Al Salam Bank continues its efforts to adopt the latest digital technologies to ensure an enhanced client experience. As part of its commitment to utilizing data-backed insights and state-of-art technology, Al Salam Bank continues to provide a comprehensive range of innovative financial products and services, including the Bank's mobile application, virtual branch, alongside WhatsApp and the live chat services available on Al Salam Bank's website.

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