By extending its offering to include SME clients through Self Service Kiosks

Al Salam Bank Relaunches Digital Onboarding Campaign

Manama, Bahrain – 8 February 2024: Al Salam Bank announced the launch of its exclusive campaign for the second consecutive year, aimed at rewarding both individual and Small and Medium-sized Enterprise (SME) clients who open new accounts digitally through the Bank's mobile application or Self-Service Kiosks. This campaign underscores the Bank's ongoing efforts to achieve further expansion and growth and strengthen its client base.

Through this campaign, clients who complete their digital onboarding through the Self-Service Kiosks or the mobile application will be eligible to enter monthly draws. By opening a new bank account digitally, individual clients will have the opportunity to win prizes worth BD 500 for each winner, whereas clients who onboard digitally and transfer their salary to Al Salam Bank will have the chance to win cash prizes worth BHD 1,000 each. Clients who transfer their salaries to the Bank can also make use of exclusive benefits, including Advance Salary, instant finance top-ups, Buy Now Pay Later, and much more.

The Bank's SME clients will also have a chance to access monthly cash prizes worth BD 500 for each winner when they open a corporate account digitally through the self-service kiosk, in addition to being eligible to win BD 1,000 when they onboard digitally and have a closing balance of BD 500 at the end of the campaign. As a vital segment under the Bank, SME clients can benefit from a comprehensive banking experience with a dedicated account manager at their service, in addition to receiving exclusive packages and offers in collaboration with a number of partners designed to support their business growth. This includes providing them with cutting-edge technical solutions that aim to enhance their digital potential, innovative systems to manage their accounts, and comprehensive Takaful insurance, as well as financial and strategic consultations to sustain and develop their businesses.

Commenting on the campaign, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, said: "We are pleased to be launching our latest digital campaign focused on rewarding our clients and providing them with opportunities to win lucrative monthly cash prizes. Through the second edition of this initiative, we hope to expand our range of digital channels and beneficiaries to include our MSME clients who onboard through our Self Service Kiosks, as part of our ongoing commitment to supporting this thriving sector. At Al Salam Bank, we continue to be a digitally native organization utilizing the latest technology in the field. We strive to deliver smart, effective solutions that provide clients with a personalized and rewarding banking experience. We invite everyone to open a new bank account with Al Salam Bank to make use of our exclusive offers and features during the campaign period."

Al Salam Bank continues to employ state-of-the-art digital technologies that ensure an elevated client experience, enabling the launch of a wide range of innovative digital products and services across various platforms, including the mobile application, virtual branch, WhatsApp, the online chat box and Self Service Kiosks.

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