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Press Release

Alpha Bank garners important distinctions at the Greek National Customer Service Awards 2023

The bank was awarded for its new digital products bizpay App and myAlpha Vibe, as well as for the digital services myAlpha Rendez-vous & myAlpha Documents

These innovative digital services and applications, whose development was driven by the needs of our Customers – both individuals and businesses – for up-to-date, streamlined daily service, made Alpha Bank stand out in the National Customer Service Awards, winning 3 awards.

The **National Customer Service Awards** were organized for the 14th consecutive year by the Hellenic Institute of Customer Service (EIEP), which rewards excellent Customer service practices in the Greek market and highlights the leading players in this field.

It should be noted that **the Bank was the only financial institution** to receive an award for the service it offers to its Customers.

In particular, Alpha Bank garnered the following:



Distinction Award in the category “Innovation in Customer Experience” for the new innovative product [myAlpha Vibe](#), which connects parents and adolescents, enabling parents to give to their children pocket money via My Alpha mobile, easily and securely.



Distinction Award in the category “Best Mobile App in User Experience” for [bizpay App](#), the new 100% digital solution which allows businesses to issue prepaid cards to their employees and business partners, which they can use to pay business expenses, while also enabling them to send via the app copies of the invoices/bills paid.



Distinction Award in the category “Best Combination of Customer Service Channels” for the services [myAlpha Rendez-vous](#) & myAlpha Documents, which enable a Customer to book an appointment with a Bank’s representative at a Branch or talk with them via video call or on the phone and to submit digitally the necessary documents requested.

On the occasion of the Bank’s distinction, the Alpha Bank Group **Chief Digital Officer, Michalis Tsarbopoulos**, made the following statement:

*“This important distinction from a **recognized institution**, such as the National Customer Service Awards, represents a reward for our efforts regarding the development of up-to-date and effective customer service products and solutions. Our goal is to continue to offer innovative solutions and products, by making the most of the opportunities created by the digital transformation of the economy, thus bringing immediacy, convenience and security to the transactions with the Bank and **meeting the new needs and expectations of our Customers.**”*