



Press Release

Vassilios Psaltis at the Delphi Economic Forum 2025: “We wish to become an AI-powered bank where technology works for people, and people remain at the heart of everything”

“For us, Fintechs are both competitors and partners in improving our services and accelerating our response to the Customers’ ever-increasing needs.”

“The change that Artificial Intelligence (AI) is bringing to the banking sector is not just another technological modernization. It is a radical repositioning of the very role of the bank itself”, said **Alpha Bank CEO Vassilios Psaltis**, participating in the panel “Humans & Machines: Building the Hybrid Workforce for Tomorrow” of the Delphi Economic Forum 2025.

Renewing Alpha Bank's digital DNA

*“**Banks are undergoing a transformation from simple providers of products such as loans, deposits and cards, to intelligent organizations that understand, anticipate and meet the Customers’ needs in real time – in a targeted and meaningful way, moving from product to experience, from Customer service on an ad hoc basis to anticipating the Customer’s needs and proposing solutions to them. We are evolving from a ‘transaction intermediary’ to a true partner in the life journey of each Customer,**”* he noted, emphasizing that **“our goal at Alpha Bank is to become an AI-powered bank that uses AI as a catalyst for a new banking philosophy.”**

AI tools are integrated into Alpha Bank's operation for a decade now, *“yet what is changing today is that AI is **being implemented across many different areas of our daily working life.** This enables us to enhance our Customers’ experience, automating processes and offering personalized services. **We are the first Greek bank to make available a digital assistant,** significantly speeding up the Customer service process, while at the same time we ensure that **for every major banking decision they are faced with, our Customers will always be in contact** with an Alpha Bank executive, who will help them establish the full picture of the banking relationship they are developing,”* he added.

“Fintechs are both competitors and partners”

Participating in the panel **organized by PeopleCert and moderated by PeopleCert Group founder and CEO Mr. Byron Nicolaides**, with panel members also including **Niki Kerameus, Minister of Labor and Social Security, Dimitris Papalexopoulos, Chairman of TITAN Cement Group** and **George Papadimitriou, CEO of EY Greece**, Mr. Psaltis was also asked about **the competition that systemic banks are facing from the new fintech ecosystem.**

In his response, he noted that **Alpha Bank’s strategy towards fintech companies** is based on three pillars: *“**First, we seek to be sufficiently good compared to fintechs in the products offered by fintechs themselves. Second, we seek to offer a wider range of products and a much more comprehensive Customer experience and Customer service, so that our Customers are aware of the options available to them regarding their major banking decisions, whether these concern business financing or taking out a mortgage loan. And third, for us fintechs are not ‘competitors’ by definition; they are also partners: We are actively considering partnerships**”*



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with fintechs to complement our services, to improve them and to accelerate our response to the Customers' ever-increasing needs," Mr. Psaltis explained.

Confirming the Bank's strategy of acquiring fintech companies, the CEO of Alpha Bank referred to the recent **acquisition of FlexFin, through which the Bank will rapidly expand factoring to SMEs** using a fully digital platform for this purpose. At the same time, the Bank is welcoming into its workforce **executives with significant expertise in this field**, while Flexfin, drawing on the strength of the Bank's funds and network of clients, will be able to grow its business, said Mr. Psaltis.

Combining AI with human capital

Elsewhere in his intervention, Mr. Psaltis stressed that the Bank aims to achieve balanced growth, increasingly making use of technology to help its staff and executives work more quickly and efficiently. ***"Our investment is twofold: in new talent and in people who already work in our organization. On the one hand, in the last few years we have significantly increased new hires in areas related to leading edge technologies. In this way, we are enriching Alpha Bank with specialized executives who bring with them deep expertise and a fresh attitude, renewing the technological DNA of our organization. At the same time, through strategic acquisitions, we are integrating into our workforce professionals with proven digital skills and experience in agile environments. They are individuals who have worked in organizations with top-quality technology culture and now function as digital multipliers within Alpha Bank,"*** he added.

Continuous training and upskilling

The CEO of Alpha Bank also stressed that the Bank makes sure to combine the benefits of AI with the knowledge and skills of its people. As he said, Alpha Bank has created **the conditions for training its people in new technologies**, with the aim of maximizing their skills and knowledge.

"So far, we are operating two specialized academies –the Digital Academy and the IT & Technology Academy–, which offer training programs in technological and digital skills, from basic to advanced, while we also implemented, in collaboration with the National Technical University of Athens, a digital upskilling program attended by over 1,500 of our colleagues from the Branch Network. We are already planning the next wave of training programs, which will cover more advanced digital skills, expertise in AI tools and innovative technologies that are changing our ways of working and of serving our Customers. Finally, to ensure the dissemination of knowledge across the organization, we have created an intra-company community that focuses on Data and AI, encouraging experience sharing and the adoption of best practices," said Mr. Psaltis.