



Press Release

Delphi Economic Forum X: Alpha Bank gives centerstage to the Banks' digital era

- *Yiannos Ioannidis: "Digital Customers have no age, they only have expectations"*
- *Michalis Tzarbopoulos: "Greece can become a European center of expertise"*

Alpha Bank's Michalis Tzarbopoulos, Chief Digital Officer and Yiannos Ioannidis, Chief of Retail Banking Products, were keynote speakers at the Delphi Economic Forum, where they shed light on how technology and digitization are changing the relationship between Banks and their Customers.

Y. Ioannidis: "We have to adapt to the needs of the digital world"

For his part, Alpha Bank's Chief of Retail Banking Products, participating in the panel "*Navigating the Future of e-commerce*", described the explosive growth of e-commerce and the banks' strategies for adapting to the modern-day needs of their Customers.

e-Commerce: a multigenerational habit

Mr. Ioannidis stressed that banks are redefining the **digital experience for all Customer age groups** but are focusing on **personalized solutions** tailored to the habits and needs of each individual group. ***"e-Commerce is a multigenerational habit, with significant penetration in the older age groups too. This forces us to review our strategies and adapt our digital services, prioritizing security, speed and Customer experience. We should keep in mind that digital Customers have no age – they only have expectations. And those expectations shape the banking of tomorrow,"*** Mr. Ioannidis said.

As he explained, **e-commerce is an ecosystem** that can have from **digitally mature consumers to very young, digital-only ones**, who may have different consumer behaviors, **but share the same goal: to be able to conduct a transaction quickly and securely**. ***"So, this is where the Bank comes in, trying to find easy solutions and build digital journeys that can support the consumer, wherever they may be – in an app, an online marketplace or a traditional, physical marketplace–, with a digital solution or a great experience,"*** he added.

Easy-to-use and simple solutions for all

Alpha Bank's Chief of Retail Banking Products highlighted Alpha Bank's strategy, which focuses on **offering innovative and easy-to-use payment solutions**, such as digital wallets, as well as on partnerships with companies such as NEXI, to support businesses in their transition to the world of electronic payments.

"The Bank's role goes beyond the traditional one: It is to become the daily 'ally', the invisible partner in each digital experience of the Customer. To make commerce not just easy, but smart and humane. Today, it can offer me security, convenience and choice. Tomorrow, it may already know what I need before I ask for it – not in order control me, but to serve me better. And this is the challenge, moving forward: A digital world with banking support which may not be visible, but is always there," said Mr. Ioannidis.

Fraud prevention is crucial



Mr. Ioannidis also emphasized the importance of fraud prevention in the digital world, stressing that the Bank keeps investing in advanced systems and partnerships with leading payment companies like Visa, to tackle new forms of fraud without disrupting Customer experience.

*“**Tackling digital fraud is perhaps the most crucial factor** for the growth of payments and e-commerce, and Customers consider it quite rightly as one of their top priorities in the choices they make. Moreover, it is essential to tackle this entire framework without affecting –but instead, improving– the Customer’s experience,”* said Mr. Ioannidis, adding that *“**the operative word is ‘Prevention’, our role in this area is particularly important, our responsibility and efforts are great and it represents one of our main priorities.** That is why we keep investing in systems and in partnerships like our partnership with Visa, which allows us to leverage its international experience and expertise to improve our performance in fraud prevention.”*

M. Tsarbopoulos: “Alpha Bank is at the cutting edge of the digital transformation”

The digital transition has radically changed how we communicate with the Customers and is driving the transformation within the Bank, said Michalis Tsarbopoulos, who participated in the panel titled *“Strategic Business Transformation: Securing Competitive Edge”*.

According to Mr. Tsarbopoulos, **currently 98% of the transactions with the Bank’s Customers take place off-Branch**, compared to 80% in the recent past. *“Sales through digital channels reached 27% in 2024, against 26% on average in Southern Europe, while in the first quarter of 2025 this figure had already reached 32%. Within the year, Alpha Bank **will have digitized all daily transactions** conducted by its Customers, who –with very few exceptions– will no longer need to visit a Branch for any task,”* he added. Turning to comprehensive Customer support, he mentioned how the Bank interfaces with *“third-party companies, commercial firms, **distribution networks, retailers and marketplaces, so that the Customer can find us wherever he is. The most typical example here is our digital loan, which we have integrated into the checkout processes of the country’s largest marketplaces.**”*

Greece as a center of expertise

Elsewhere in his speech, Mr. Tsarbopoulos stressed that **Greece has the potential to become a regional center of expertise** in Europe, focusing on innovation, technology and especially education.

*“**A huge transformation is taking place in retail banking and in the retail business in general**, in terms of how customers are served, how they carry out transactions and how we deal with them. Therefore, this sector is a huge field open for innovation and new technology applications,”* he said. *“This will also strengthen the competitiveness of the country. At Alpha Bank, we have cultivated an **ecosystem of partners that consists of technology companies and start-ups**, through which we are offering services to the end Customer. This **strengthens the competitiveness of the economy.** For example, we are working with a US-based tech giant, which, because of its relationship with the Bank, has set up permanent offices in Greece. At the same time, we recently launched an AI-based digital assistant developed in collaboration with Moveo ai, a start-up which strengthened by our collaboration is now growing much faster and more confidently, both in Greece and abroad,”* Mr. Tsarbopoulos explained.