



## Press Release

### e-Banking Walkthrough: Alpha Bank paves the way for equal access of all Customers to e-Banking

Alpha Bank, a pioneer in the financial sector in the **adoption of cutting-edge technologies and AI tools**, has set itself as a key priority **to meet the needs of its Customers for easy, fast, and secure banking transactions**. With the goal of providing access to and secure use of digital banking services to all citizens, regardless of their level of technological knowledge, Alpha Bank launches e-Banking Walkthrough – an information, education, and guidance service in digital banking for its Customers.

The e-Banking Walkthrough **is adaptable to the needs of each individual Customer**, as during interactive appointments booked in advance, Bank executives guide Customers how to log in to and use e-Banking from their computer or mobile phone, while at the same time informing them about to carry out their transactions securely and promptly identify potential fraudulent tactics.

The process of scheduling an online appointment is extremely simple. Customers can **schedule their appointment at any Branch using the Bank's website** or by placing a call to the Call Center, after which they can connect to the service from the comfort of their home via video call.

**Nikos Liokalos, Alpha Bank's Digital Banking Director of Alpha Bank**, said: *"Technology has no value if it is not accessible to all. With the e-Banking Walkthrough, we are putting into practice our commitment to inclusion in digital banking. We are offering to our Customers not only the right tools, but also the guidance that they need to use them confidently and securely – regardless of their age or familiarity with technology. Our goal is for every Customer to feel that they have a true ally by their side in their transition to the new digital age."*

#### Participation in the Global Money Week

The e-Banking Walkthrough was presented during this year's edition of the **Global Money Week**, the OECD's initiative to promote financial literacy, with Alpha Bank being the only bank in Greece participating for the third year. It was also presented **in Patras and Corfu**, under the umbrella of the corporate responsibility program **"e-economy for all"** which is addressed to people over 55, while, in addition to the scheduled appointments, similar actions are planned in many regions of the country.

Finally, the e-Banking Walkthrough was also presented in a special webinar jointly organized by the Bank and the non-profit organization WHEN, which was attended by women over 18 and mothers of teenagers from all over Greece.