



## Press Release

### Alpha Bank strengthens its network across Greece, investing in a novel Customer experience

*A new strategy for Retail Banking, delivering measurable results and faster Customer service*

Alpha Bank embarks on a radical transformation of its Retail Banking operations, introducing a new organizational and operational model that puts the Customers and their needs back at the very core of banking Customer service.

At the same time, it strengthens the strategic role of the Retail Strategies area, **with the aim of developing innovative retail banking concepts** and providing improved support to the Branch Network. By **upgrading the role and the operation of its Network and strengthening its regional units**, Alpha Bank is bringing Customer Service closer to the local communities and creates new opportunities for growth across the country.

The new model returns the Network to the heart of the Bank's retail banking business, strengthening its presence in the country's Regions and elevating the role of its people as advisors who stand by the Customers' side, ready to provide personalized guidance.

#### The Branch Network's new structure and stronger presence across Greece

- The Branch Network is reorganized into **5 new Business Areas and 25 geographical regions**, thus strengthening the support of the Branches and unlocking opportunities for the growth of the Bank's retail banking business across Greece. The Branches are being transformed **from points that serve serving transactions into growth and advisory centers**, offering more direct, effective and personalized services. This new structure also strengthens the support available for small businesses via the Branch Network.
- **Central strategy planning and support of the Branch Network:** The Retail Strategies area supports **the Branches with central planning for the Bank's retail banking business and with tailored proposals by Customer segment**, whilst the Call Center and the successful remote branch model take on a greater share of day-to-day transactions, thus enabling the Branch Network to focus on business growth and building relationships of trust with the Customers.

Alpha Bank is embarking on a significant investment in the Branch Network and its people, upgrading the Network's role in Customer service and Customer relations, while also bringing the Bank closer to every local community.

#### Investing in people and proximity to the Customer

The new model also features increased opportunities for career development and internal mobility, especially for Branch Network executives, as well as an extensive continuous training program. In this way, the Bank enhances professional development opportunities for all frontline staff, as it strengthens their advisory skills and career prospects.

#### Measurable improvement in Customer experience

Alpha Bank is redefining the Customer experience, with immediate and practical improvements to day-to-day Customer service activities. These changes already have measurable results, while contactless transactions have also been introduced in the Bank's ATMs, to provide a faster and



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simpler Customer service.

**The CEO of Alpha Bank Group, Vassilios Psaltis**, made the following statement:

*“With our new Retail Banking model, we are investing in our people, delegating to them increased responsibilities and offering genuine development opportunities, so that they can promptly and effectively meet the Customers’ needs. Our goal is clear: to establish our Branches as growth hubs within their local economies and to ultimately turn this investment in the country’s Regions and in our people into a meaningful investment in our Customers.”*