



Press Release

Alpha Bank deepens its collaboration with ElevenLabs to make digital customer service faster and more human

New AI voice assistant integrated at the Bank's call center, with gradual deployment in all digital customer touchpoints

Alpha Bank announced the expansion of its collaboration with ElevenLabs, a global leader in AI voice technology with the aim of enhancing the customer experience by offering a voice service that sounds natural and a service that requires no effort on the user's part. Instead of multi-level menus and a series of questions, the customer describes their request in natural language and is immediately routed to the appropriate agent, significantly reducing the time to service.

With this deployment, Alpha Bank becomes the first bank in Greece to bring ElevenLabs' voice technology to customer service at scale. This move is part of the Bank's broader strategy to embed artificial intelligence across its services in a way that preserves and enhances the Bank's identity, using technology for faster, more natural and more personal customer support.

More specifically, the two companies have jointly developed a voice with a distinctive identity that makes customer service more natural and familiar, while complementing the support provided by the Bank's specialized customer advisors. Built on ElevenAgents, ElevenLabs' platform for AI voice agents, the new service is designed to accelerate and simplify communication with customers, offering faster and more accessible interactions. It is being implemented with specialists from ElevenLabs, and Alpha Bank partners Barphone and SmartRep.

The AI-powered voice assistant will initially operate within the voice gateway of the customer service call center, with plans to gradually expand across all digital touchpoints. Supporting natural language conversations in both Greek and English, the assistant services customers in the first moments of their interaction with the Bank, while connecting them to a specialized customer advisor whenever needed.

Customer experience was the project's top priority; a voice that sounds natural, a conversation that flows seamlessly, and a service that feels effortless to the user. The same voice will also be integrated into Alpha Bank's chatbot available within Alpha Bank's e-banking and mobile banking services, a feature already active powered by Moveo.ai technology.

Alpha Bank CEO Vassilios Psaltis stated: *"Building a dynamic ecosystem that brings together talent, technologies, and partnerships allows us to deliver projects at the forefront of banking. Our collaboration with ElevenLabs strengthens our ability to give every customer faster, more natural access to personalized support – and overall, an experience that reflects Alpha Bank's identity."*

"We are proud to partner with Alpha Bank to deliver an AI voice agent for fast, natural customer service with a voice that is authentic to Alpha Bank's identity. We are delighted to see ElevenAgents applied with such ambition in the European banking sector," said **Mati Staniszewski, Co-Founder of ElevenLabs**.

Through consistent investments in cutting-edge technologies, strategic acquisitions, and partnerships with leading technology companies, fintech firms, and customer-facing platforms, Alpha Bank has built



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an innovation ecosystem that stands out for both the in-house development of innovative applications, products, and services, as well as its ability to attract top talent. The collaboration between Alpha Bank and ElevenLabs reflects a shared commitment to innovation that delivers real value to customers, through experiences that are more natural, accessible, and human-centered.