**Hellenic Bank Debuts Cutting Edge Retail Banking App in Partnership with Backbase**

*Backbase’s Engagement Banking Platform helps leading Cypriot bank increase monthly active users by 16%*

Amsterdam, March 9, 2021: Leading Cypriot bank Hellenic Bank announces the successful launch of its new retail banking platform, built in partnership with Engagement Banking technology provider Backbase. The new mobile app, built on Backbase’s Engagement Banking platform, – a comprehensive suite of pre-built technology solutions allowing institutions to own and orchestrate every step of the customer journey – has been in market since mid-January, and has already had a proven impact on customer experience: The time required for customers to perform daily tasks has decreased by 20 percent, and monthly active customers have increased by 16 percent within the first month of launch.

Through the app and Backbase’s Engagement Banking platform, Hellenic Bank has realized several benefits, including an optimized end-user experience and the enablement of instantaneous innovation and continuous app updates, further allowing Hellenic Bank to adapt to customer feedback quickly and easily.

In addition, the new app has created a more frictionless customer experience, eliminating pain points like account lock-outs by introducing biometric access. Other modern, user-friendly features now available through the app include peer-to-peer payments, biometric approvals of payments and transfers, and transaction search functionality.

Christos Eojourian, Head of Channels & Digital Products at Hellenic Bank, comments: *“Our fundamental vision is to become the preferred choice for customer experience, and to be recognised as the most reliable banking partner – and based on the results of our new app roll-out, it’s clear we’re delivering on that promise. As our customers’ needs continue to shift, the ability to innovate quickly and pivot towards new digital technologies, channels and features is core to our strategy. Partnering with Backbase to accelerate our digital transformation and introduce first-class technologies to our mobile offering is helping us to stay ahead of the curve.”*

Matthijs Eijpe, Regional Vice President at Backbase, adds: *“We are thrilled to see Hellenic Bank’s digital transformation efforts truly pay off with their new app, transforming and elevating their customers’ digital banking experience. As Hellenic Bank continues to enhance its digital capabilities in the future, we are providing a scalable model that matches their customers’ shifting demands and allows the bank to achieve efficiencies through digital strategy implementation.”*

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**About** [**Hellenic Bank**](https://www.hellenicbank.com/portalserver/hb-en-portal/el/personal-banking)

Hellenic Bank is one of the leading financial institutions in Cyprus. It provides households and SMEs a full spectrum of competitive banking products and services.

With strong capital adequacy, robust liquidity and reduced risk in its balance sheet Hellenic Bank is at the forefront of financing the growth and transformation of the island’s most important industries and businesses. The Bank’s success is based on the customer centric, personal approach, the wide range of competitive products and services it offers and the use of advanced technology, information and control systems.

**About Backbase**

Backbase is on a mission to transform the broken banking system, so financial institutions don’t just interact — they engage — with the people they serve.

That’s made possible with the Backbase Engagement Banking Platform — powering all lines of business on a single platform, including Retail, SME & Corporate and Wealth Management. From digital sales to everyday banking, the platform’s entire design focuses on a seamless and captivating experience for both customers and employees.

Industry analysts Forrester, Ovum and Celent continuously recognize Backbase’s front-runner position, and over 120 large financials around the world are powered by the Backbase Engagement Banking Platform—including AIB, Barclays, Banamex, Bank of the Philippines, BNP Paribas, Bremer Bank, Islands, Citibank, Citizens Bank, CheBanca!, Discovery Bank, Greater Bank, HDFC, IDFC First, KeyBank, Lloyds Banking Group, Navy Federal Credit Union, PostFinance, RBC, Société Générale, TPBank, Vantage Bank Texas, Westpac, and Wildfire Credit Union. [www.backbase.com](http://www.backbase.com/)

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