



**CASE STUDY:  
ALPHA BANK (CYPRUS)**



**ALPHA BANK**



**NETteller**  
e-Banking Solution



## Company Profile

### A Alpha Bank (Cyprus)

Alpha Bank's presence in Cyprus began in 1998 with the acquisition of Lombard Natwest Bank that was later renamed Alpha Bank Cyprus Ltd.

Alpha Bank Cyprus Ltd is a full subsidiary of the Alpha Bank A.E. Group, which is one of the leading groups of the financial sector in Greece. The Alpha Bank Group is extensively active in the international market with a dynamic presence in Cyprus, Romania, Bulgaria, Serbia, Albania, F.Y.R.O.M and Great Britain.

## Scenario



**A Alpha Bank began its operation with the intention of ranking with the top banks in Cyprus through technology. The strategy of the bank was to take advantage of the digital era and promote their service offerings through multi-channel delivery.**

With this strategy in place. Alpha Bank built a modern infrastructure that allowed them to incorporate their strategic approach to elevate the banks status through multi-channel offerings.

Throughout the years, Alpha bank has invested heavily in building an effective and secure multi-channel service, and has been always one of the first banks to incorporate the new versions of NETteller to address the market trends and customer demands.

By utilising NETtellers capabilities, Alpha Bank has taken advantage of the cross selling opportunities and has prioritised its marketing and advertising campaigns to promote its e-Banking service, The bank now ranks one of the leading banks in Cyprus through its Internet Banking Success.

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## Banks Objectives

- To rank with the key banking institutions through technology
- To optimise the banks status, client base and revenues.
- To be seen as technologically advanced through e-Banking and m-Banking solutions.
- To stay one step ahead in e-Banking technologies.



## Banks Criteria

- Customisable, efficient and flexible
- Strong analytical capabilities to monitor user behaviour for marketing purposes
- To support future developments, services offerings and functionalities that may be introduced by the bank
- Self-Administration - To be able to manage the solution for in-house functionality and customer management. Admin management must include: channels, marketing material, services, functionality, access levels and limitations.
- To support multi- channel delivery and include new channels without any disruption to the service.
- To stay ahead in technology banking services and keep in line with market trends and customer demands



## Solution implemented

- NETteller e-Banking Core System
- NETteller Security Module
- NETteller Interface Module
- NETteller WEB Banking Module
- NETteller PC Banking Module
- NETteller SMS Banking Module
- NETteller Mobile Banking

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## Benefits of NETteller

- Open architecture enables easy and seamless integration to the existing core banking platform.
- Channel management provides the bank with the autonomy to offer services through all channels of communication.
- Administration Management allows the bank control of all marketing material and enables correct customer profiling.
- Customer segmentation is channelled through the same system.
- Comprehensive analysis on all customers provides the criteria necessary to utilise cross sell opportunities through user behaviour, trends and channel type.





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