

CrediaBank: Opening of the New Experience Branch on Panepistimiou Street

CrediaBank has inaugurated its renovated Panepistimiou branch, introducing its New Experience concept, which combines a human-centered approach with the use of technology. Located at the intersection of Panepistimiou and Omiros streets, the branch has been transformed into a welcoming collaboration space built on respect, empathy, and a priority on human interaction, where every customer enjoys personalized service without needing to schedule an appointment.

At the new branch, technology is leveraged to enhance the service experience by accelerating and simplifying transactions. Open collaboration spaces and teller points that eliminate the traditional counter—bringing staff and customers to the same level of eye contact—are combined with technological innovations such as the use of TCR machines, customer recognition via bank card upon entry, and remote transaction service points (VTS) through the innovative CrediaConnect service. The branch also features an innovative interactive system for digitally exploring products and services, combined with physical objects, developed in collaboration with the Institute of Computer Science of the Foundation for Research and Technology – Hellas (FORTH).

With respect for people as a core principle, the new branch has been designed to enhance accessibility: it offers sign language interpretation services for individuals with hearing impairments, specialized infrastructure to support individuals with neurodiversity and mobility impairments, and the ability for visually impaired individuals to access key documents in Braille format.

At the same time, as part of the Bank's commitment to sustainable development, the branch operates with a focus on reducing its carbon footprint, using energy-efficient equipment, modern energy-saving systems, and environmentally friendly materials. The electricity it consumes is sourced entirely from renewable energy through its energy provider.

The CEO of CrediaBank, Ms. Eleni Vrettou, stated:

"Today, we were delighted to welcome our customers and partners to our second New Experience branch in Attica. The transformation of our branch network continues steadily, with the goal of renewing 40% of the network by the end of 2026, while ensuring uninterrupted customer service in physical branches and advancing our digital transformation, with the ultimate aim of delivering an upgraded experience across all touchpoints."

The inauguration ceremony of the CrediaBank branch on Panepistimiou Street was attended by the branch's partners and customers, as well as CrediaBank executives.