Sampath Bank Partners with Dialog to Introduce eZ Banking

To triple its customer touch points and add unparalleled levels of banking convenience to its valuable customers, Sampath Bank has taken a significant step in the Agent Banking Model by entering an agreement with Dialog Axiata to introduce eZ Banking.

With the opening of this new channel, in addition to Sampath Bank's 229-strong branch network and 400+ ATMs, an additional 1,300+ eZ Cash Merchant outlets will be added to its network, resulting in the highest levels of banking convenience.

Through this authorized facility, customers can use this network of eZ Banking agents to make deposits and withdrawals to Sampath Bank accounts.

As eZ Banking agents operate even after regular banking hours in the country, customers with busy lifestyles can eliminate the hassle associated with visiting the branch while also saving on transport costs. Commenting on this initiative, Nanda Fernando, Managing Director of Sampath Bank, said, "By adopting the agency model, Sampath Bank aims to serve our customers better by bringing our financial services closer to them. Through eZ Banking, our customers will reap the benefits of convenience and flexibility, regardless of their busy lifestyles. We are confident that this will be a welcome initiative by all our customers, islandwide,"

Aside from the benefits to existing customers, this initiative by Sampath Bank will catalyze tackling a socioeconomic issue that has lived in Sri Lanka for many generations. With several underbanked social sections scattered across rural Sri Lanka, eZ Banking will open the doors to financial inclusion across the nation.

Meanwhile, Sampath Bank is expected to benefit from reduced branch queues, less paperwork, and more productive time to invest in customers who come for complex banking transactions while enabling cross-selling opportunities.

Ultimately, the Bank will reap the overall benefits of growth in customer base and

reduction of operational ex- penses with routine low- value transactions being channeled to this model.