

# Bank Alfalah: Pakistan's First Digital Lifestyle Branch

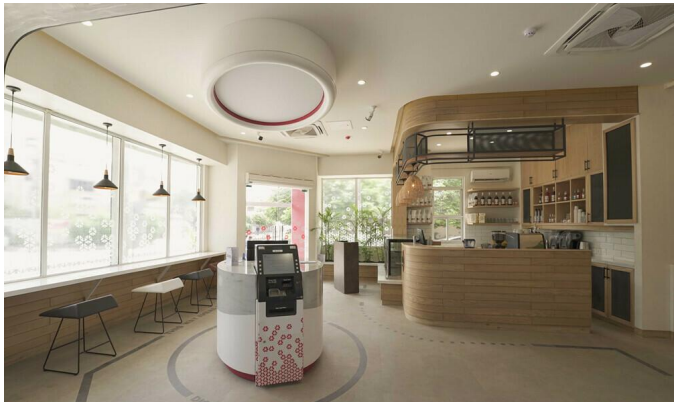
**Karachi, Pakistan. – June 2, 2023,** Bank Alfalah has unveiled Pakistan's first "Digital Lifestyle Branch," a ground-breaking initiative that has redefined the banking landscape and revolutionized the way customers experience banking. ISSM Labelling Solutions has been instrumental in the creation of this innovative branch, providing the digital ecosystem and devices that enable seamless customer interaction.

Bank Alfalah is committed to digital transformation, investing in Internet, mobile, and branchless banking to deliver unique, efficient, and fast services to its customers. The Digital Lifestyle Branch represents a giant leap forward in this journey, setting new standards in customer-centricity, financial inclusion, and digital empowerment.



The state-of-the-art Digital Lifestyle Branch officially opened its doors on June 1, 2023, and is designed to break down barriers to financial access and provide customers with uninterrupted, round-the-clock banking services. With the support and regulatory approvals from the State Bank of Pakistan (SBP), Bank Alfalah has redefined banking in Pakistan.

At the heart of the branch is a cutting-edge digital lobby equipped with a 24/7 self-service area. ISSM Labelling Solutions collaborated closely with Bank Alfalah to provide the digital ecosystem and devices, ensuring that customers can enjoy an array of unprecedented services under one roof. This collaboration showcases ISSM's commitment to driving innovation and enhancing the customer experience in the financial sector.



The Digital Lifestyle Branch offers a host of self-service options, including Cash Deposit Machines (CDMs), Cheque and Cash Deposit Machines (CCDMs), and Automatic Teller Machines (ATMs). These ATMs are empowered to facilitate withdrawals of up to Rs 1 million in a single day and up to Rs 200,000 in a single transaction.

ISSM Labelling Solutions is proud to be a part of this transformative project, which aligns with its mission to provide innovative and responsive digital solutions to enhance the customer experience. The collaboration with Bank Alfalah is a testament to the power of partnership and innovation in the financial industry.



### **About ISSM**

ISSM is a provider of AI-powered technological solutions, dedicated to reshaping customer interactions across diverse industries. With a strong foundation in research and development, ISSM empowers businesses with cutting-edge artificial intelligence and natural language processing technologies.

Most of our products within these domains emanate from our own published work that we are now productising. Our team includes academic and industry veterans that are building globally competitive products.

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