

## **Into the Future**

An accepted part of modern life, the Internet brings the world to our fingertips. Whether it's finding information and resources or communicating with others, the Internet makes it easier to manage our lives.

While there are still limitations when it comes to utilizing the Internet in Pakistan, the World Wide Web has become an important channel for commercial ventures, allowing companies to provide information online.

Atlas Bank has recently realigned its customer service goals. Along with establishing new, in-person, customer service standards, we are also upgrading our website to offer a user-friendly tool customized to our customer's needs. Our goal is to provide you with a site that will be regularly updated and that provides customers with the information they need and eventually offer you online banking and customer services

## **Moving Forward**

With the re-launch of the Atlas Bank website, we were able to make use of the technology that is now available for banks and their customers. The new site will offer the technological tools to make your online banking transactions simple yet comprehensive. With the launch of the new website, customers will have access to a detailed information portal that defines and informs everyone about Atlas Bank's new customer service philosophy and the customer focused products and services across the range of customer segments, from retail to consumer and SME and commercial to corporate.

When visiting Atlas Bank new website, customers also have the option to broaden their financial knowledge with our interactive learning tool, WOW World. WOW World is customized to fit the needs of customers who are new to banking and those who have been banking regularly for years. Updated on a regular basis, WOW World provides a fun learning tool through the use of interactive games and modules.

## **Aligned With Our Customer Service Goal**

Atlas Bank customers and regulators that need access to pertinent financial information and shares information will now be able to access those records on our site. Information is pulled in from both our internal sources and the stock market through integration with Business Recorder. Customers now have 24/7 access to information that allows them to make well informed investment decisions.

## **Defining New Standards for Online Banking and 24/7 Customer Service**

Atlas Bank is heading in a new direction both offline and online. Keeping Atlas Bank's vision of becoming a technologically enabled customer service organization, two new initiatives will be introduced in the future:

- **Interactive Web Chat and Email Platform**

On top of being able to visit Atlas Bank in person or reach us by phone, customers and visitors will have access to our staff through web-chat and email. Staff members of Atlas Bank will be available to help a number of online queries about our products and services.

- **Internet Banking Platform**

Taking advantage of the flexibility and 24 hour availability of the Internet, Atlas Bank is also introducing an online banking tool for customers. A self service tool, customers will have access to their account information as well as any and all services acquired over the period of their life with Atlas Bank as a customer.

## **Welcome to the New Atlas Bank**

Atlas Bank's new presence on the web is just one portion of our new customer support and service standards; this website is part of the exclusive set of services Atlas Bank offers in order to maintain, nurture and enhance long-lasting customer relationships.

In order to continue providing customers with the highest level of service, we encourage you to provide your comments and feedback.

Enjoy the ride, because, Sub kuch..Zahir hai!