



AIB unveils first dedicated digital banking store in Ireland

15th April 2013

AIB has today (Monday, April 15th) announced the opening of Ireland's first digital banking store, The Lab (Learn about banking) in Dundrum Town Centre, Dublin, launched by the Minister for Communications, Energy and Natural Resources Mr Pat Rabbitte.

The Lab is an innovative learning and research banking store focused on helping customers to maximise their use of existing and emerging technologies in banking services. Staffed by expert personnel, the hub will showcase best in class digital banking and will be used to feedback customer requirements and preferences and inform the bank on its future technological developments.

The Lab will be open to the public from tomorrow (Tuesday, April 16th) on a seven days a week basis, in line with Dundrum Town Centre's retail opening hours.

AIB's Director of Personal, Business and Corporate Banking, Bernard Byrne said *"The Lab is a live research centre where customers will have one-on-one support and advice when learning about, and becoming familiar with, new banking technologies. Our mobile and online banking offerings are market-leading, yet almost half our customers have yet to embrace digital banking. Based in Dundrum Town Centre which has an annual footfall of 19 million people, The Lab will be accessible to a huge consumer base to demonstrate the range of technologies that allow their best use of banking services. It will give current - and potential- customers an insight into the benefits of marrying technology with banking."*

"From a commercial perspective, AIB's investment in digital technology is a cornerstone in the bank's strategy to reduce cost, while improving customer service", he added.

The Lab provides an environment where customers can experiment with, and be guided through, self-service banking platforms in four zones:

A Product Browsing Zone with an interactive learning wall where visitors can browse through products and services and video booths where visitors can video call financial advisors seven days a week for advice on home mortgages and other products.

The SME area with dedicated meeting rooms for customer and bank meetings and an area where customers can learn more about digitising their business beyond banking.

The Innovation Zone where customers will have first access to trialing innovations in mobile and online banking.

A Self Service Banking Zone with mobile and online demonstration installations. A social media wall will also sit in this area with live streams from Facebook and Twitter.

Importantly, from a customer and commercial standpoint a majority of day to day transactions banking services will also be available in the Lab.

Currently, over 83 million visits are made to aib.ie each year with 806,000 customers actively using online channels; of these, 318,000 use the mobile app. Over €700 million in funds are transferred using online channels in AIB each day, involving over 220,000 transactions.

Over the coming months, The Lab will be used by AIB to unveil the next phase of banking innovations including Person to Person payments, a Personal Financial Management tool, a new SME online proposition and alerting functionality to allow customers more control of their finances.

For further information on The Lab, visit www.aib.ie and follow on Facebook (www.facebook.com/TheLabAIB) and Twitter (www.twitter.com/TheLabAIB).

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For further information, please contact:

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Note to Editors:

The Lab is situated opposite Marks and Spencer on Level 1 in Dundrum Town Centre. Opening hours Monday 9am – 9pm: Saturday, 9am – 7pm; Sunday, 10am – 7pm.

In addition to the digital offerings customers can also avail of day-to-day banking services at The Lab, including:

Transactions

Cash and cheque lodgements

ATM withdrawals

Fund transfers (Inter account, domestic and international payments)

Standing order and direct debit maintenance

Bill payment

Ordering drafts

Transaction enquiries

Check balance and available funds

View recent transactions

Fee and cheque enquiries

Service Requests

Registration for AIB Phone & Internet Banking

Update customer demographics, addresses & contact preferences

Provide customer feedback and complaints

Debit and credit card cancellation and replacement, PIN resets

Disputed transactions on cards

Duplicate statement ordering and/or printing

Sales and account opening

Current accounts

Deposit and savings accounts

Credit cards

Loans

Home mortgages

Investment and protection

Insurance

Face to face financial advice & support available (via telepresence) for current accounts, home mortgages and investment and protection products. Financial advice and support via phone agent for other product groups.

Product Information is available on a number of interactive and tablet devices