

Byblos Bank Inaugurates Its First Satellite Branch in Beirut

Beirut, 23 October 2018 – In line with its plans to optimize the spread of its branch network throughout Lebanon and to cater to its clients' evolving needs and demands, Byblos Bank inaugurated its first Satellite Branch in Lebanon on Hamra's Bliss Street.

Close to the area's major academic institutions and commercial shops, this new type of branch offers an adaptive banking experience meant to satisfy clients' needs and convenience. It is centered around face-to-face interaction between customers and personal bankers, and offers fully-fledged automated banking services.

Commenting on the opening, Mrs. Joumana Chelala, Deputy General Manager and Head of Group Consumer Banking at Byblos Bank, said: "The Satellite Branch is a teller-less branch aiming to improve customer experience by providing them with efficient, quick and optimized banking services."

The Bliss Street Satellite Branch welcomes clients from Monday till Friday, from 8:00 AM till 5:30 PM, and on Saturdays, from 8:00 AM till 1:00 PM. Whereas the branch's automated banking services remain accessible 24/7.

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