

In line with the new trend, we are, as customers, as currently put under a new experiment, in which the affect of this shift needs to be assessed. And in this report we attempt to answer and understand the following: what impact digital banking is creating on the customers experience in Bahrain? Whether can we describe it as a positive or negative Which kind of benefits and challenges users are perceiving from this new trend? And how different segments are reacting to this new shift? And would different generation, such as the elders would reflect the same level of acceptance toward digital banking?