

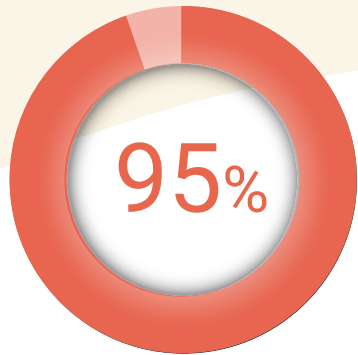


4 Benefits of AI Powered Chatbots for banks

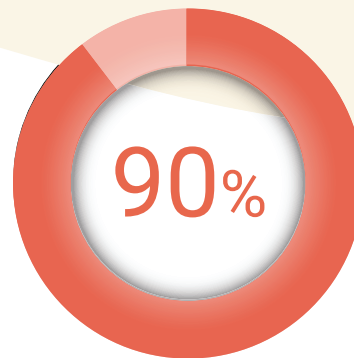


WOW customers, especially after 5 pm

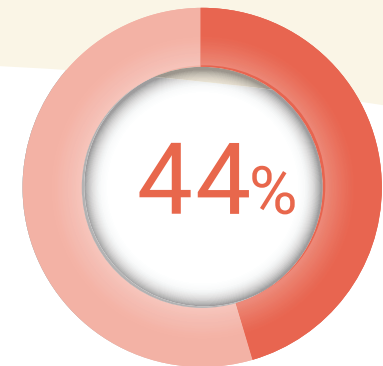
Chat bots are being used worldwide, in all types of industry. Banking and financial services, even despite being a very sensitive industry because they handle something as important as people's money. Consumers worldwide have clearly adopted the trend of interacting with chatbots to also handle their bank related issues.



of consumers believe
'customer service' is
going to be the major
beneficiary of chatbots
(Claire.AI)

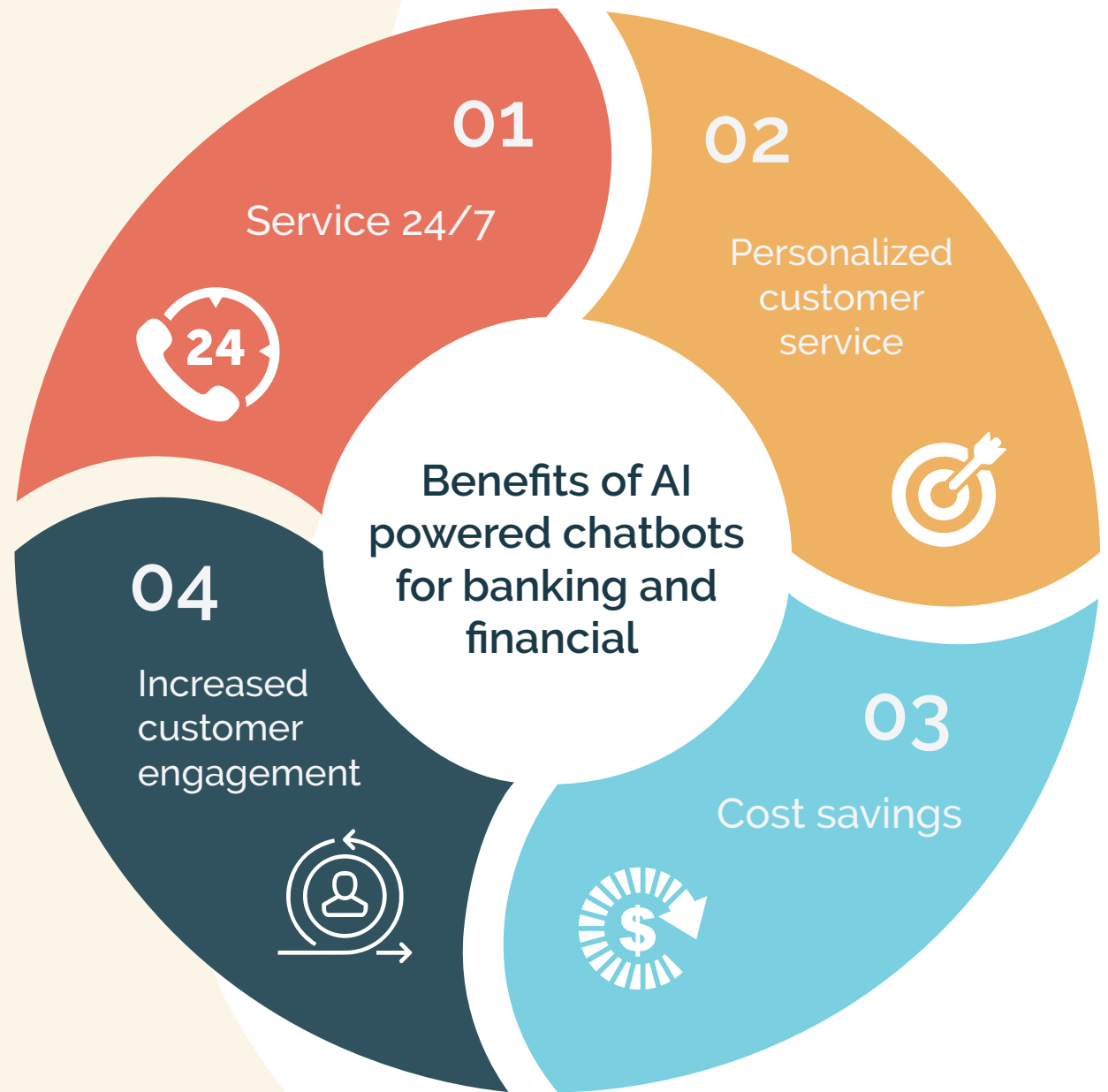


Bank systems will
automate up to 90% of
customer interactions
using chatbots by 2022
(Chatbots Magazine)



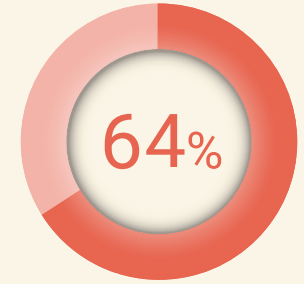
of consumers would
like to use chatbots to
make bank transfers
(Capgemini)

Chatbots provide quick, efficient, personalized customer experiences without additional time and resources.

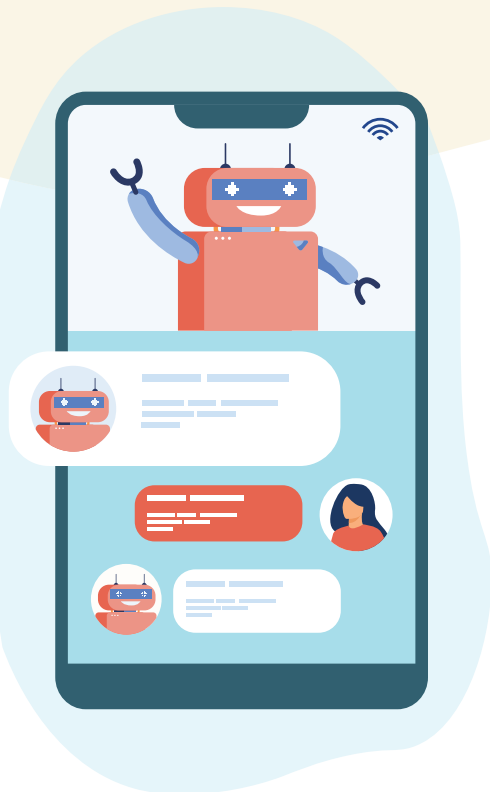


01 Service 24/7

Why do people love to interact with chatbots? The availability and quick response are the first that come to mind, but there are plenty more, such as convenience, ease of communication, good customer experience, and **24/7 accessibility**. Round the clock support on any device is a big seller!



of internet users say 24-hour service is the best feature of chatbots.
(Drift)

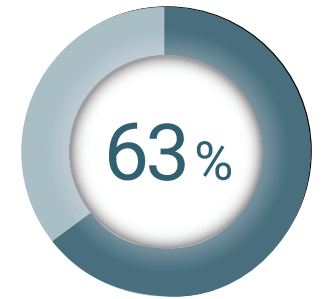


Warning!

Self- service must always be backed up with assisted service to ensure that customers always get answers if for some reason the chatbot cannot give them. Even if there are no human agents available, customers should be given other options, such as sending queries to digital channels like email or WhatsApp.

02 Personalized customer service

What makes people feel special and appreciated? A conversation with a personal banker and the convenience of chat. An AI powered chatbot uses customer data, from analyzing incoming wages, buying patterns, credit, etc, to personalize services for each individual customer based on the gathered data.



of consumers expect personalization as a standard of service (Red Point Global)



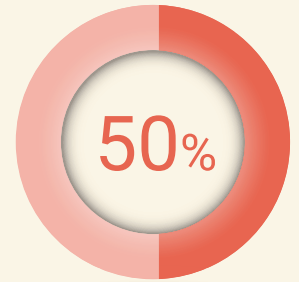
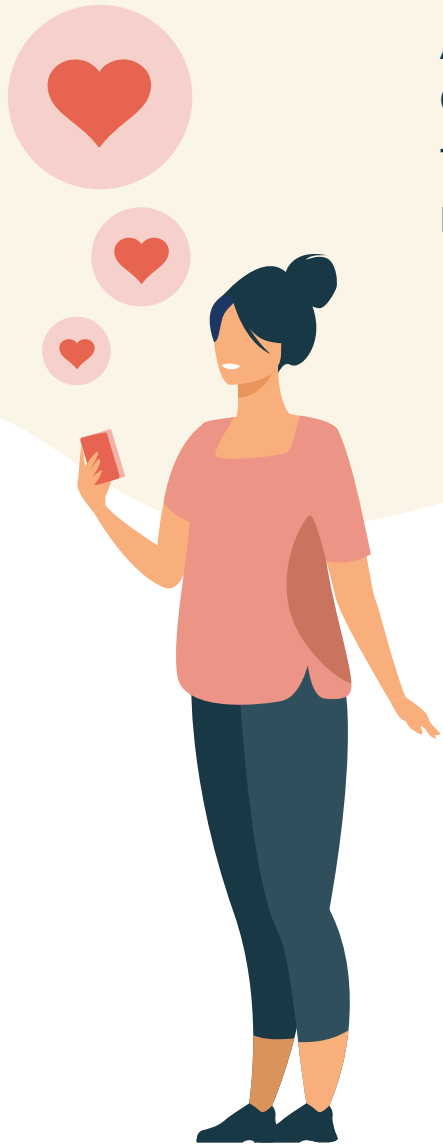
Warning!

Don't just answer customer requests. The chatbot act like a personalized financial manager and proactively make suggestions which enhance the financial help of each customer.

03 Increased customer engagement

What makes a customer want to stay?

An excellent customer service and fast solutions. Customers are loyal to companies that remember their preferences, know their habits, and suggest relevant products and services.



50%
of consumers won't open a new account with the bank they currently use (PwC)



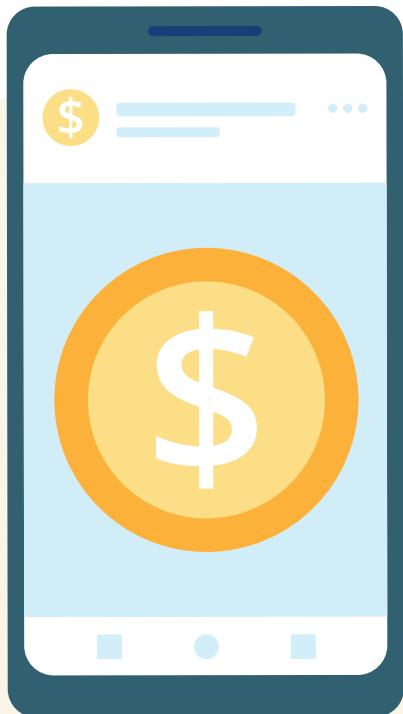
Warning!

A chatbot helps to engage customers by offering better, faster, and personalized experiences. Don't settle for satisfying the customer, aim higher! Engaged customers use mainly their primary bank, first look at the primary bank for future needs, and are excellent brand advocates.

04 Cost savings

Can the best service come at the lower cost? Banks heavily depend on successful customer relationships to thrive. AI powered chatbots greatly improve those relationships by giving customers other options rather than talking to an agent, such as solving their issue on their own, leaving agents free to handle more complex issues. Chatbots enable banks to do more with the same resources.

Chatbots will save banks up to \$7.3 billion worldwide by 2023
(Juniper Research)



Warning!

AI automated solutions for customer service will result in a reduction of calls and emails received at the contact center. Even if the interaction has been transferred to an agent, it has already saved a lot of the agents time in gathering the information. Chatbots enable a quick operational scalability as it requires no training. It's just a question of plug, play, and offer customers the best service at no additional costs.

CONCLUSION

AI powered chatbots disrupted both the banking sector and the way banks interact with their customers.

Banks and financial industry can use it to provide greater value to their customers regardless of whether they are small start up institutions or large organizations.

Make the decision today.

Personalize interactions to achieve customer engagement and loyalty and leave all the work to the chatbot!

Book a demo

