

## AI-Powered Financial Assistant

A large global banking client was seeking to enhance the customer experience. As digital banking gains traction, customer expectations are also evolving. Users now demand personalized services on-demand and easily accessible through their digital devices. This shift has pushed banks to find innovative solutions to meet these new customer demands without compromising service quality.



AI & Data

### Client Challenges:

The client had many challenges to ensure to enhance the customer experience. These included:

- Integration Complexities: Integrating AI technologies with existing customer service systems can be complex and time-consuming, requiring seamless alignment to ensure a smooth customer experience.
- Overcoming Customer Trust Issues: Building customer trust in AI-powered interactions remains a challenge, as some customers may be skeptical about the reliability and accuracy of AI-driven solutions
- Balancing Automation with Human Intervention: Striking the right balance between AI-driven automation and human intervention is critical, as excessive automation may lead to a lack of personalized support, while too much human intervention can negate the efficiency gains of AI.
- Lack of Human Touch: AI-driven interactions, though efficient, can sometimes lack the human touch and empathy that customers expect, leading to a potential disconnect and client dissatisfaction.



### Brickendon Solution:

The client engaged Brickendon to stand up a change team to work with the business to implement AI virtual tool. The work included:

- Seamless Multi-Channel Support: our team worked to enable AI to streamline the customer service process across various channels, including email, social media, chat, and phone, ensuring consistent and coherent support experiences.
- Operational Cost Reduction: We assessed labour-intensive areas and used automation to reduce human effort and therefore cost.
- Customer Data Utilization: Used the AI model to analyze customer data effectively leading to more accurate and useful financial advice.
- Enhanced User Experience: Used AI-driven tools to improve customer experience by providing quick, personalised service.
- The virtual assistant offered a wide range of functionalities that cater to the modern banking customer's needs and provided assistance with transaction queries, updating credit reports, and providing proactive financial advice.





# CASE STUDY

## Client Benefits:

The benefits realised by the change implemented by the Brickendon team met what was set out in the project brief. These included:





- Personalized Customer Interaction: AI-driven tools including tailored banking advice and enhancing user engagement.
- Increased Accessibility: Round-the-clock availability allowed customers to receive instant assistance without waiting for human help.
- Data-Driven Insights: AI-driven tools provided insights based on a deep analysis of user transactions and behaviors, helping customers manage their finances better.
- Operational Efficiency: The AI assistant handles regular inquiries, leaving humans to deal with more complex issues. Complex issues were then used to further train the AI model.
- Operational Scalability: the AI assistant managed increased volumes of consumer interactions without additional human resources.
- Proactive Service: the AI assistant enabled proactive engagement, offering financial advice and alerts that can prevent issues before they arise.



## Multi-award Winning Team



## Why choose Brickendon?

-  **Our track record:** We have demonstrated a long, proven track record since 2010 of transforming our clients through our innovative bespoke solutions.
-  **Our innovative approach:** No one client is the same, therefore our intelligent, experienced and focused consultants use their industry experience to address each challenge in an innovative way.
-  **Our Specialist Teams:** Our in-country, nearshore and offshore capabilities mean we are well placed to cater for all our clients' needs, making the best use of our consultants' 10 years-plus industry experience.
-  **Our passion:** We love what we do and thrive on improving our clients' profitability, efficiency and increasing their competitive edge. We are driven to see the tangible benefits at our clients.

To find out more about how Brickendon can transform your business, please do not hesitate to contact us.

  
info@brickendon.com

  
brickendon.com

  
/brickendon-consulting

  
@BrickendonIntl