



# AI-based solution for a global bank



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*Service offered: Development of an AI system for a leading bank*

*Industry: Banking*

## BACKGROUND

The client is a leading bank in the Middle East, offering top-notch banking customer services in six languages. The client was facing a certain challenge with the customer churn as the ratio is increasing yearly. Leaving the exact reason for this behind, they approached us to automate their banking processes to keep up with the growth and enhance customer experience.

## SOLUTION IMPLEMENTED

- We had regular discussion sessions with the client to understand the pain points and developed a full-featured AI software product within 6 months.
- The product provided the details of customers who are more likely to leave the service and enabled personalized conversations between the bank representatives and those customers to reduce the customer churn rate
- Developed advanced ML techniques to enhance ATM cash management operations and determine the optimal cash levels for every ATM.
- All of the information to deploy AI-driven solutions was made completely accessible through an API in the CRM system of the bank.

## OUTCOMES

 **40%** Reduction in manual processes

 **35%** Increase in customer retention rate

 **2x** Increase in ATM service levels

 **2x** Improvement in accuracy

*The client went wordless with the spellbinding performance of our AI system in banking. The system detected customers who were at risk of churn. This enabled the bank to make necessary interventions to carry out personalized conversations at the right time. This paved the way for enhancing the customer satisfaction levels.*

### Technology Used

 

 TensorFlow