

Banking & Financial Services



Bradesco

How a Brazilian bank pays personal attention to each of their 65 million customers

Industry: Financial Services
Geography: Brazil
Pattern: Agent Assist

Solution

[IBM Watson Assistant](#)
[IBM Watson Discovery](#)
[Global Business Services](#)

In a business as competitive as banking, if your customers don't have a great experience, they may not be your customers for long. So Bradesco started looking for a way to increase the speed of service and also improve the level of personalization for each client. That's when they turned to IBM and Watson.

"Our current clients notice the improved service, which in turn attracts new clients, and this is what helps the bank scale."

— Marcelo Camara, Bradesco AI Lead

95%

accuracy rate

283,000

questions answered
a month



CaixaBank, S.A.

Putting valuable information at employees' fingertips with an AI-driven virtual assistant

Industry: Banking
Geography: Spain
Pattern: Expert Assist

Solution

IBM Watson Assistant
IBM Watson Discovery

CaixaBank was the first organization in the world to train the IBM Watson platform to understand Spanish when it built a decision-support solution for its traders. To enhance its customer service, the bank has again deployed Watson solutions to create a virtual assistant to support its client-facing operatives.

"Thanks to our work with IBM Watson, we are strengthening our position as a technology leader within the Spanish banking sector and maintaining our strong market position."

— David Almendros, Director of Artificial Intelligence, CaixaBank, S.A.



80% of queries

answered instantly, reducing call center volumes

Enables faster

and more responsive customer services



Crédit Mutuel

How a French bank built upon its strength — quality customer service

Industry: Banking
Geography: France
Pattern: Agent Assist

Solution

[IBM Watson Assistant](#)
[IBM Watson Discovery](#)
[IBM Watson Knowledge Studio](#)
[IBM Watson Natural Language Classifier](#)
[IBM Watson Explorer](#)
[Global Business Services](#)

After running a diagnosis of how client advisors were spending their time, Crédit Mutuel turned to IBM to find a solution that could speed up everyday processes and allow client advisors time to address more complicated and nuanced problems.

“Watson is a job facilitator. It allows resources to be refocused on matters of added value...Once you understand that Watson helps us on a daily basis and gives us an extra edge, everyone wins.”

— Pierre Reichert, CEO, Crédit Mutuel

60% faster

Expert service with Watson

Addresses 50%

of the 350,000 daily emails received by the bank's client advisors



Danske

Making IT support faster,
automated, and more efficient.

Industry: Banking
Geography: Denmark
Pattern: Helpdesk

Solution

IBM Watson Assistant

Deploying IBM Watson Assistant for the bank's IT Service desk where a virtual assistant will resolve IT issues for internal bank colleagues and Predictive Insights to foresee IT outages before actual customer impact occurs.

[Customer Success Story](#)

"We see Watson as key factor in making IT support faster, more automated and more efficient."

— Ona Juodkiene, Co-Head of IT Operations, Danske Bank, Denmark



50% Reduction

Reduces server incidents by 50 percent.

60% of
population

Danske's app is used by ~60% of Denmark's population.



GM Financial

Delivering faster responses to customers 24/7

Industry: Banking

Geography: US

Pattern: Customer Self Service

Solution

IBM Watson Assistant

GM Financial integrated Watson Assistant into its consumer-facing app to allow the lender to deliver faster responses to customers 24/7.



20% - 30%

Watson will be able to address 20 – 30% of customer inquiries from



MRS BPO, LLC

Using Watson Assistant for Voice Interaction to complete transactions, answer questions and redirect customers.

Industry: Financial Services
Geography: United States

Solution

IBM Watson Assistant for Voice Interaction

MRS implemented Watson to create a voice agent, Adam, that customers can chat with over the phone and handle payments, execute rules-based responses to simple or complex requests. Now human agents are spending 35% more time conducting outbound calls and 43% more time helping customers with complex requests.

“We’re constantly finding more ways to make use of Watson to help add to every facet of our bot. It truly is revolutionary technology and allows us to reach a level of customer experience that is unheard of.”

— Alex Pettit, Lead Solutions Architect,
MRS BPO, LLC



100% reduction

In wait times from 1.5 minutes per call to 0

90%

Greater call capacity without additional agents



Orange Bank

Bringing unique customer experience with IBM Watson

Industry: Banking

Geography: France

Pattern: Customer Self Service

Solution

IBM Watson Assistant

[Customer Success Story](#)

Orange Bank has built Djingo, a virtual advisor powered by IBM Watson Assistant to allow customers to interact with their bank when and where they want. Djingo answers customers' questions in natural language and is the first point of contact for customers and prospects with the bank.

“Based on a continuous learning system, Djingo powered by Watson understands more than 85% of questions asked in natural language”

— Jean-Philippe Desbiolles, Vice President Cognitive Solutions



24,000
conversations

Djingo engages in 24,000 conversations weekly.

20%

20% occur outside working hours.



Royal Bank of Scotland

The Virtual Assistant weaves automated assistance seamlessly with human intervention

Industry: Financial Services

Geography: United Kingdom

Pattern: Customer Self-Service, Agent Assist

Solution

[IBM Watson Assistant](#)
[IBM Watson Discovery](#)
[Global Business Services](#)

With Watson, RBS built Cora, a digital assistant that helps better serve customers through first-time problem resolution. If Cora doesn't know the answer to a question, it seamlessly connects the customer to a live agent. In order to assist agents with these more complex questions, RBS later built Marge with Watson

"You don't program a chatbot as much as you teach her—it's really a new kind of systems development practice, where iterative learning shifts the development paradigm."

-Naresh Vyas, Royal Bank of Scotland
Head of Solutions,



50%

of customer questions
Cora can answer after just
a few months

20%

reduction in the length of
agent / customer
conversations



SPF Private Clients

Finding diamonds in the rough:
harnessing AI solutions to identify
the best mortgage leads

Industry: Financial Markets
Geography: United States
Pattern: Customer Self-Service

Solution

[IBM Watson Assistant](#)
[IBM Watson Tone Analyzer](#)
[IBM Cloud Object Storage](#)
[IBM Compose](#)
[IBM Cloud Private Cloud](#)
[Foundry](#)

To help process leads, SPF Private Clients engaged IBM Business Partner EscalateAI to create an AI-powered app featuring a chatbot, accelerating application processing times with 24/7 Help to Buy qualification.

“The IBM and EscalateAI solution enabled us to speed up processing of Help to Buy mortgage applications. Now we can take on more opportunities while decreasing our internal costs, meaning we can better service our clients and introducers.”

— Freddie Savundra, Digital Architect,
SPF Private Clients



24/7

Help to Buy qualification
and higher conversion
rates

Fast tracks

responses to promising
leads and new-buyer
questions, enhancing
client experiences



UBank

Using Watson to enhance customer satisfaction

Industry: Financial Services

Geography: Australia

Pattern: Customer Self-Service, Agent Assist

Solution

[IBM Watson Assistant](#)

[IBM Watson Discovery](#)

RoboChat: Text based virtual assistant designed to help with the home loan application process

Mia: My Interactive Agent, can answer more than 300 different spoken questions

RoboBrain: AI-powered information sourcing tool to increase employee productivity

“We first started in the AI space in 2017, working with the IBM Watson team to solve a customer problem: the application form was sometimes overwhelming to people. So, we set out to build RoboChat, which gives customers support at any time with the home loan app, and it also frees up our advisors to help customers with more complex questions during business hours.”

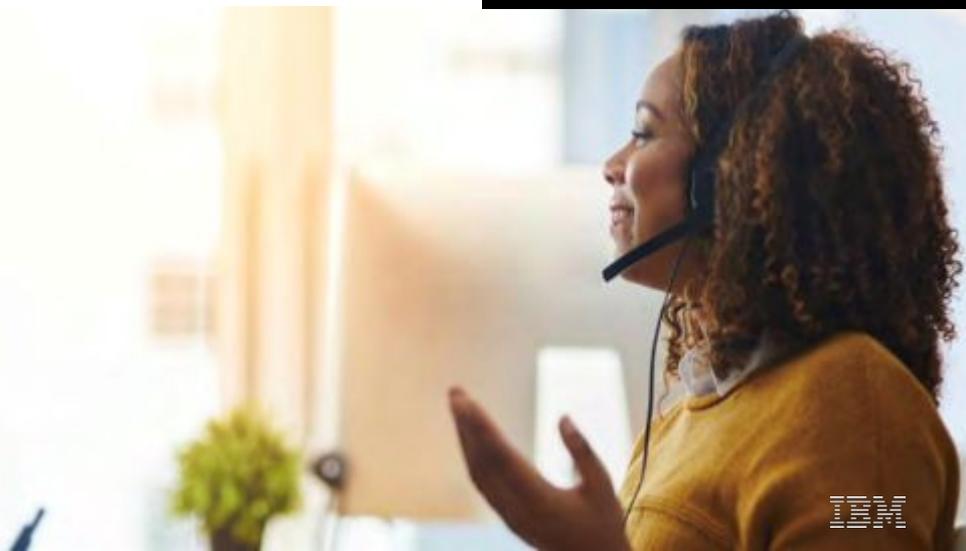
— Lee Hatton, CEO of UBank

15%

increase in conversion through the online application forms

33%

cutting down manual search time



Westpac

Bringing unique customer experience with IBM Watson

Industry: Banking
Geography: Australia
Pattern: Customer Self Service

Solution

IBM Watson Assistant

[Customer Success Story](#)

This leading bank in Australia improves contact center efficiency, speeds up problem resolution and reduces contact center call volume when it implements an AI-based virtual assistant tool using the IBM Watson Assistant.

“It is a cool example of where we are now using artificial intelligence to deliver better service for customers at a lower cost for the bank.”

—Westpac chief executive Brian Hartzler



215,000
conversations

The bot has had over 215k conversations.

70%

70% of customers instantly had their needs met and didn't need human help.

