NTT DaTa

eva
Entreprise conversational AI
by NTT DATA

Transforming Banking with Conversational AI

eva for Banking empowers financial institutions to deliver a differentiated service proposition that leverages conversational AI to intelligently automate routine interactions. It reduces a bank's transaction costs and increases efficiency, while delivering a personalized and intuitive customer experience, ensuring human help is available if an interaction requires it.

What is eva for Banking?

The eva for Banking conversational AI platform provides financial institutions with a scalable and secure way to create virtual agents that allow users to connect with the bank from any place and device using natural language and their chosen channel. It can be used both to automate customer-facing operations and to help bank employees perform routine queries or transactions.

Value Proposition

Facing growing competition and the challenges of operating in a low-interest rate environment, banks need to not just increase their efficiency but also offer a better customer experience if they are to build stronger connections with their customers.

The branch network can account for half of operating costs at traditional banks and as the volume of customer interactions done in branches continues to fall in almost all developed markets, many banks have implemented branch rationalization strategies, encouraging their customers to use more cost-effective virtual channels.

Nevertheless, customers continue to value the existence of branches so replacing in-person branch interaction with efficient but impersonal transactions on online and mobile channels can have a negative impact on customer satisfaction and loyalty.

Operational cost savings from using virtual assistants in banking to reach $7.3bn globally in 2023

Source: Juniper Research

That is why banks are looking to conversational AI technologies to boost efficiency while also offer a more **personalized and intuitive** way of interacting with the bank, helping customers quickly get the information they require or conduct simple transactions that do not require specialist human help.

eva for Banking has been developed by NTT DATA specifically for the needs of the banking sector. It allows virtual agents to be created that understand written and spoken dialog accurately and at scale, so **improving the efficiency** and **reducing the cost** of customer service and particularly contact center operations.

Benefits

- **Improves customer experience:** Enables banks to serve their customers any time, in any language and via any channel: IVR, mobile app, website, WhatsApp, Google Home, SMS and others.

- **Optimizes costs:** By automating common transactions, it helps reduce bank operating costs and allows staff to be redeployed on value-added transactions.

- **Boosts productivity:** As well as customer-facing operations, eva for Banking can automate interactions across a wide range of bank's internal functions, so boosting workforce productivity.

- **An easy way to build flows:** The virtual agents created can be developed rapidly using the wide variety of 10 use cases that NTT DATA has already developed for the banking sector.

- **Scalable platform:** An adaptable and truly scalable solution that already handles thousands of users and millions of calls a month for leading financial institutions.

Main Features

- An **omnichannel** conversational AI platform to create virtual agents that can maintain natural language conversations with customers across different channels.

- Even at peak times, calls to the contact center can be answered and tended to quickly thanks to the **scalability** of the platform.

- **Cognitive learning** capabilities allow the bank to collect information and insight on the nature of every call, which is used to assist the human agent if the issue has to be escalated.

- Conceived to **complement** rather than substitute a conventional contact center, so it **works cooperatively with human agents,** transferring the conversation or call to a human agent when required.

- Supports leading contact center solutions from Salesforce, Microsoft Dynamics and others.

- The virtual agents created can **anticipate or predict user needs**. A virtual agent could, for example, access the history of a customer's recent interactions –request for a credit card limit increase – to gain clues as to what the current query may be about.

- eva for Banking includes its **own cognitive engine, Clever,** developed by NTT DATA experts in Artificial Intelligence. After a short period of learning, Clever can work out a user's intention automatically and generate the response adapted to the channel on which it is being served. eva can also works with third-party cognitive engines.

- Powerful machine learning capabilities automatically analyze and optimize the behavior and responses of the virtual assistants created. Banks can track KPIs, better understand user journeys, and get suggestions for **improving conversational design.** These analytical capabilities are provided by Chatbase

Use Cases

NTT DATA has already identified more than 1,000 use cases in which eva for Banking can be used to create virtual assistants that help retail banking customers, enterprises or bank employees. These are the ten most frequent application areas.

Send money

Check Balances

Review and Adjust Accounts

Give Location-Based Answers

Monitor Transaction History

Apply for Services

Provide Faster Service to Urgent Issues

Engage Consumers

Typical Dialog

> I want to see my cash flow of the next 3 months.

> Good morning, John, I can help you. What do you want me to show?

> 1. Cash flow of specific account

> 2. Cash flow of all your accounts?

> Of all my accounts.

> According to the income an payments for payroll and suppliers it will be €53,560.
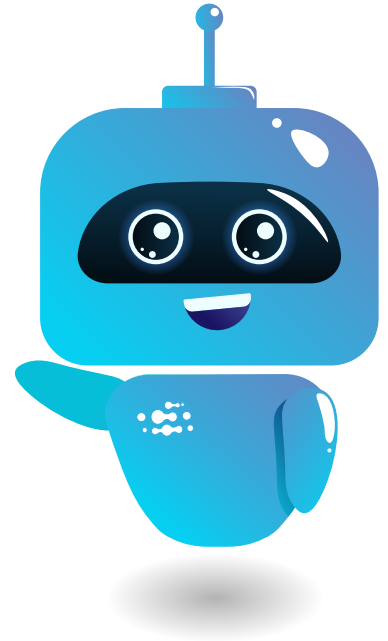
> Remember that next month payment for pay for te electrical installation overhaul is due.

> Do you want to defer the payment?

> No, thank you, that's fine.

> Can i help you with anything else?

> No, that's all, thank you.

Success Stories

eva for Banking is in daily use by millions of customers at more than 7 financial institutions around the world.

Santander Group, the Spanish multinational financial services company, has adopted eva for Banking as the corporate platform for developing virtual assistants in all the countries where Santander operates.

The technology is helping the bank address multiple use cases in Santander's different client segments including commercial banking, SMEs, internal employees and corporate banking. Financial services is a highly regulated industry, so the security characteristics of the eva for Banking platform were a key factor in choosing NTT DATA.

Other leading institutions that have adopted eva for Banking include Banco de Crédito del Perú,Banco BV, Cielo, Interbank, Midway and Transbank

Why choose NTT DATA?

eva is an enterprise-class solution that serves millions of calls each month and has been deployed by more than 20 commercial organizations around the world.

The key cognitive capabilities of eva were designed and developed at the NTT DATA Center of Excellence for AI, where a team of data scientists and engineers work closely with other AI professionals in the NTT DATA group

Creating a Knowledge-driven Organization

We invest in technology to get results but we believe in people to realize dreams. NTT DATA is inspired by talent and we firmly believe in the ongoing development of this most valuable asset, our people.

NTT DATA is ranked as one of the two fastest growing and the eighth most valuable brand among the world's leading IT service providers according to Brand Finance.

For More Information

To find out more about how eva can help your organization contact your NTT DATA representative or visit: **https://eva.bot/industries/banking/**