

Absa ChatBanking

BUILDING THE FUTURE OF ABSA THROUGH **DIGITAL**

2005

End of the Internet Era

Luca Bruno / AP

2013

The Mobile Era

NBC NEWS

Michael Sohn / AP



The Start of the AI Era



How did we solve the customer problem

Legacy Systems took **2 years** to build on



We Built a Micros Service Layer, to accommodate OmniChannel called Express



Took **6 Weeks** to build ChatBanking on FB Messenger using Express



Facebook interface showing a search for 'absa' and a chat conversation with Absa ChatBanking.

Search Results:

- absa
- Absa ChatBanking 10:17pm
3. Would ye like to procure ...
- Absa May 4
Hi Brett, please let us kno... 1 new

Search Messages
Showing results for name: absa

Chat Conversation:

Brett St Clair 10:17pm
pirate

Absa ChatBanking 10:17pm
Ahoy Matey! What you come round here fer Brett Clair? I have given ye an array, select th' short word or digit 'n I gunna help ye out smartly. Savvy?
1. Would ye like to be knowin' how much doubloons be in ye strongbox ("loot")?
2. Would ye like to be knowin' how you blew yer loot? ("bygones")?

Absa ChatBanking 10:17pm
3. Would ye like to procure airtimes fer yerself ("vodacom air 100")?
4. Would ye like to procure a data bundlet fer yerself ("mtn data 1g")?
5. Would ye like to share yer loot ("pay ben 100")?
6. Would ye like to procure PrePaid electric voucher ("electricity")?
7. I'm a landlubber! ("help")?

Mobile chat interface for Absa ChatBanking.

Header: Absa ChatBanking > Active now Manage

Profile: Absa ChatBanking ✓
Bongz likes this
Bank/Financial Institution

Message: MON 4:33 PM
hi

Response: I am ready to help! What would you like to do ?
1. Check my balance
2. View my history
3. Buy airtime
4. Buy data
5. NEW! Make a payment
6. NEW! Buy PrePaid electricity
7. NEW! Learn chat shortcuts and become a power user now!

Input: Type a message...



“Our Ultimate Goal is to provide individual Banking services perfectly suited to each customer, hyper personalised services across all channels”

Thank you