AI-Based Virtual Assistant for Banking

Welcome Donna, how may I help you?

What is my balance?

Here are your account balances:

Checking ***0233 -- **$4,562.97**

Savings ***0694 -- **$5,766.23**

Loan ***0235 -- **$3,587.04**

Is there anything else I can help you with?

Yes   No

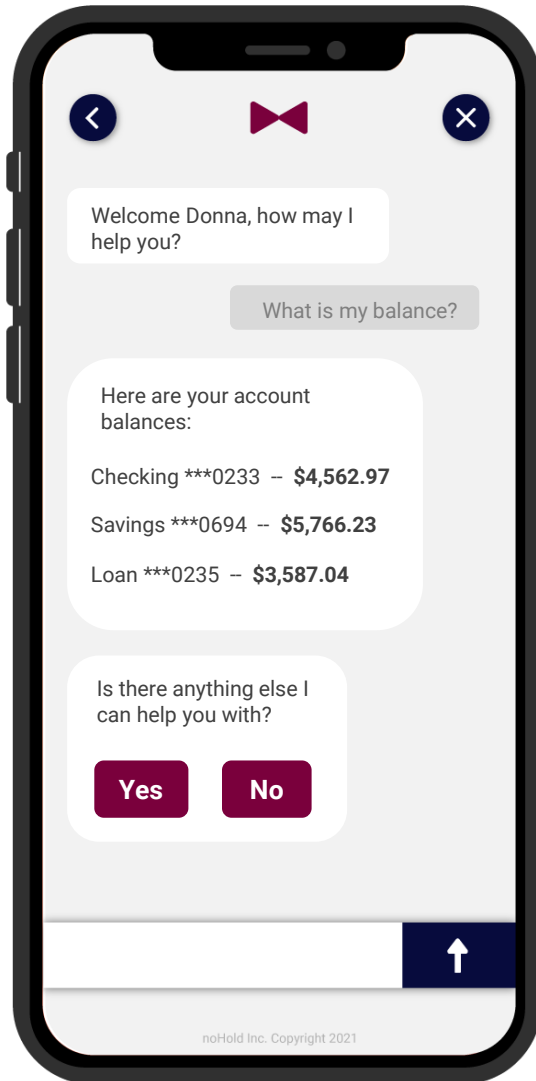noHold Inc. Copyright 2021

Complement your banking services with an AI-based Virtual Assistant that answers questions automatically 24/7 and can be integrated with FIN tech platforms. Currently live in 300 banks and handling millions of calls per year, our Virtual Assistants are increasing customer satisfaction and driving call center efficiencies.

How It Works

1) noHold trains the Virtual Assistant to answer your top call drivers based on existing content. Topics like:
   - How do I reset my pin?
   - What is the balance in my Savings?
   - What is the fee for overdraft?
   - I forgot my password
   - I need to dispute a charge
   - How do I make an ACH transfers to another account?
2) noHold provides you with a link and phone number connected to your Virtual Assistant
3) The Virtual Assistant captures actionable customer behavior metrics

Multichannel Approach

Customers live in a social, mobile, web-empowered world, so meet them at their preferred channel. Virtual Assistants can be leveraged across multiple channels providing customers with consistent support anytime, anywhere.

Website	Banking Apps	Phone	FIN Tech Platforms	Social Media

Email	Contact Center	Smart Speakers	Webchat

Benefits

- Increase Sales
- Boost NPS
- Reduce Support Cost
- Retain Customers
- Capture the Voice of the Customer
- 24/7 Availability
- Quick Implementation
- Integrate with FIN Tech Platforms

Features

AI-based Natural Language Processor & Inference Engine
Multi-turn, context aware, conversational interface

Analytics
Capture systematically actionable customer behavior metrics

Application Programming Interface (API)
Integrates & connects with back office systems

noHold Connect (NHC)
Connect to other Virtual Assistants

Multichannel
Can be launched via Phone system, Webchat, App, Smart Speaker, Social Media
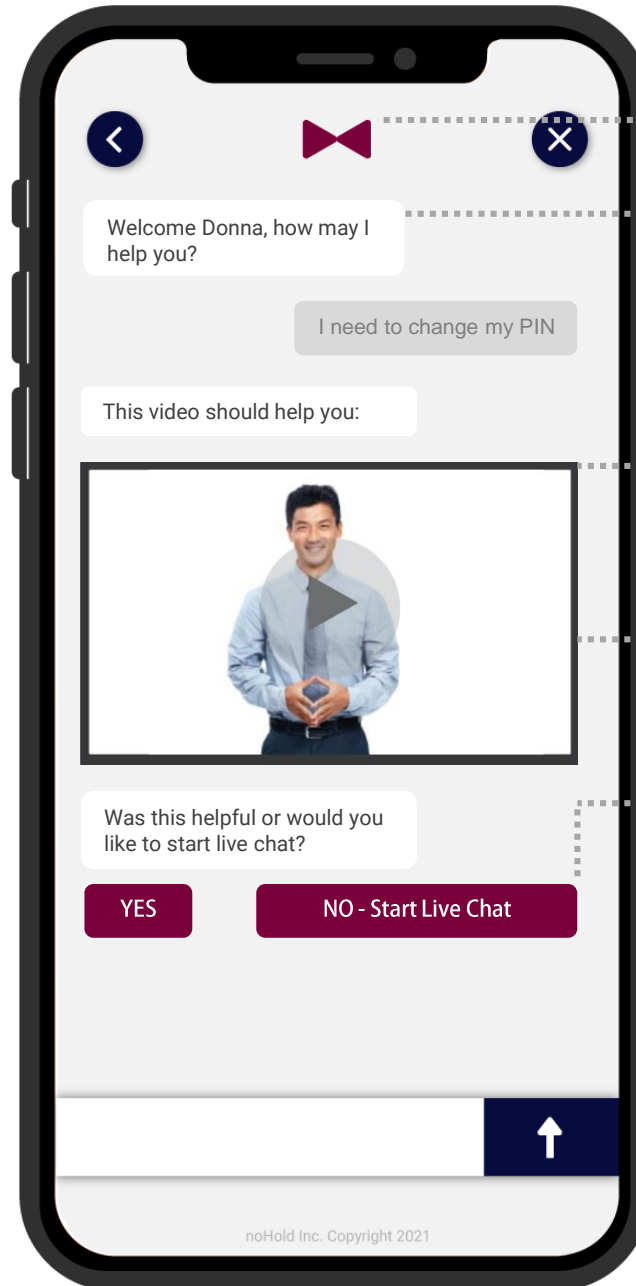
Scalable
Handles millions of conversations per month

Multilingual
Live in 15 languages

Deployment
Available on both cloud and on premise

Compliant and Secure
SOC2 - Type 2

Best Practices

Customize with Company Branding

Personalize the Experience

Social Sharing

Leverage QR Codes

Embed Multimedia

Upsell & Cross-sell

Leverage Existing Knowledge

Use an Avatar

Provide Escalation Options

Ratings

Share Alerts, Promotions, etc.

Phone screen content:

Welcome Donna, how may I help you?

I need to change my PIN

This video should help you:

Was this helpful or would you like to start live chat?

YES   NO - Start Live Chat

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Business Case

In one week after deploying a Virtual Assistant, this customer was able to handle 46.48% of its calls automatically.

The Challenge

Prior to noHold engagement, this customer call center was receiving more than 2.3M calls per month. The customer was using an intelligent IVR and through it, was able to handle 13% of its calls automatically. Due to the launch of a new product and service, the customer was expecting a 5% to 10% increase in support calls.

Our Approach

We divided the project in two phases. Phase I, the customer created a Pareto chart of the top call drivers affecting its call center. noHold and the customer identified the issues that could be addressed automatically and without any special integration. noHold created the first version of the Virtual Assistant to address those issues based on content already available. noHold created a phone number and linked it to the Virtual Assistant, so that any call to that number, would be answered by the Virtual Assistant. In Phase II, noHold created connectors to the appropriate back office systems and cores to personalize the customer experience. noHold linked the new version of the Virtual Assistant to the same phone number, so that no changes were needed to the customer phone system.

Lessons Learned

- The metrics collected by the Virtual Assistant are critical in identifying actionable customer behavior metrics.
- Strong Natural Language Understanding (NLU) algorithms are essential to compensate for the challenges of speech recognition through a phone line.
- An Inference Engine capable of rendering multi-turn conversations with the customer is also critical to completely understand customer intents.
- Enabling customers to interrupt a conversation, change subject, request a re-read are effective ways to guide callers to the right solution.

Conclusions

- Increased call center efficiency by 46.48%.
- Increased Net Promoter Score by 2 points.
- Deployed Phase I in one week and Phase II in three weeks, with minimal resources and risk.

Virtual Assistant Launch

Agent Calls · NPS