



# Cognito

Enabling on-demand,  
Conversational banking for digital leaders



# COGNITO CHATBOT PLATFORM

*Enabling on-demand, conversational banking for digital leaders*

Creating a seamless omnichannel experience is becoming extremely important for banks. Digitization of banking products and services is continuing as customers demand convenience, ease of use and instant gratification. The rapid growth of messaging combined with reported 'app fatigue' is creating a perfect climate for the rise of a new interface - conversation.

## Chatbots Respond to the Needs of Digitally-Savvy Customers

To continually attract, retain and build a more loyal customer base and drive more incremental revenue, banks need to meet their customer where they already are - in messaging apps.

**65%**

of people prefer to message rather than call or email.

Over the next 2 years almost **70%** of people expect to use messaging apps more for communicating with businesses.

**53%**

of people say they are more likely to purchase with a business they can contact via chat app.

AI-powered chatbots open up a wide array of opportunities for your bank to build differentiation and provide personalized and timely service to customers.

Simplify the overall banking experience for your customers with chatbots by providing them with:

**On-demand access to banking services.** Customers can quickly check their balances, apply for a loan, respond to fraud alerts, or make transactions.

**Timely product or service recommendations.** Customer will receive highly personalized offers based on their profile data or important life events.

**24/7 support.** With access to both customer information and your bank's knowledge base, bots will deliver instant, contextual support for quick problem resolution.

**Always on financial planner.** Customers conveniently get budget planning tips, important updates on financial health indicators, and more.

# Fraud Prevention

1.

C


Hey Anna! Looks like you're trying to make a cash withdrawal from an ATM in the amount of \$500.

This is much higher than your typical withdrawals. Can you please confirm this is you?

Hi! Yes, that's me!  
Thanks for checking! 😊



C

Good to know, and you're welcome!  
You can now take out the cash. 😊 

# Showing New Bank Offers

2.

C

Hey Anna, you just bought a ticket to Tokyo! Woohoo, looks like you'll be doing some traveling soon! ✈️ 🇯🇵

C

Would you be interested in our new travel credit card? It's packed with some great benefits for frequent travelers such as yourself!

That's interesting, can you tell me what those are?



C

How does additional travel miles, travel insurance coverage, and special offers on airplane tickets sound like? 😊

Sounds good!



C

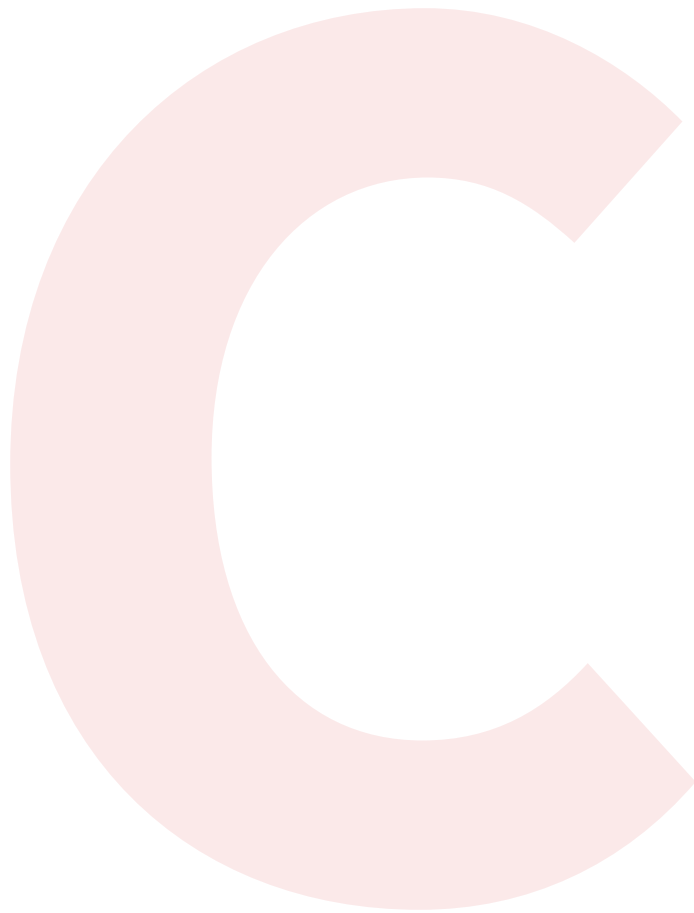
Would you like to fill the application?

Remind me to apply tomorrow morning!



C

No problem, let me know if there's anything else I can help you with! ?



Learn more about Cognito chatbot platform at [cognito.spicefactory.co](https://cognito.spicefactory.co) or contact [alek@spicefactory.co](mailto:alek@spicefactory.co) for more information.