



Bringing
HUMAN & AI
Together

Cognitive **BANKING CX**

BankBuddy digital banking AI platform helps you get closer to your customers with a Human+AI , 'friend-in-need' intuitive experience across Channels, Languages, Financial Journeys & Transactions.

**EMPOWERING YOU WITH ARTIFICIAL INTELLIGENCE
FOR A BETTER BANKING EXPERIENCE**



BankBuddy



**DIGITAL
ENGAGEMENT**



**DIGITAL
ONBOARDING**



**CUSTOMER
EXPERIENCE**

Game CHANGER

BankBuddy Digital Platform is borne out of deep domain expertise fused with AI. Functionally rich with 220+ pre-built digital journeys leveraging Generative AI, Natural Language Processing, Computer Vision, Recommendation system, Data & Bio-metrics. Large global financial institutions use BankBuddy digital platform across 25 countries for 10X revenue expansion and customer engagement.

From legacy to latest channels

Embedded Financial services

From reactive service provider to proactive advisor

Robo/AI based advisory

From transactions to goal-based journeys

Personalized customer experience

From silos to ecosystems

Open banking

Vertical AI solutions to automate journeys across systems, processes, groups, departments, segments

Cognitive Banking solutions to predict, recommend and optimize interactions



AUTOMATE



ANALYSE



ASSIST

Applied AI solutions using a judicious mix of human and machine interactions to assist stakeholders in effective task completion

What YOU GET

Generative AI Banking Platform



DIGITAL SALES



DIGITAL ONBOARDING



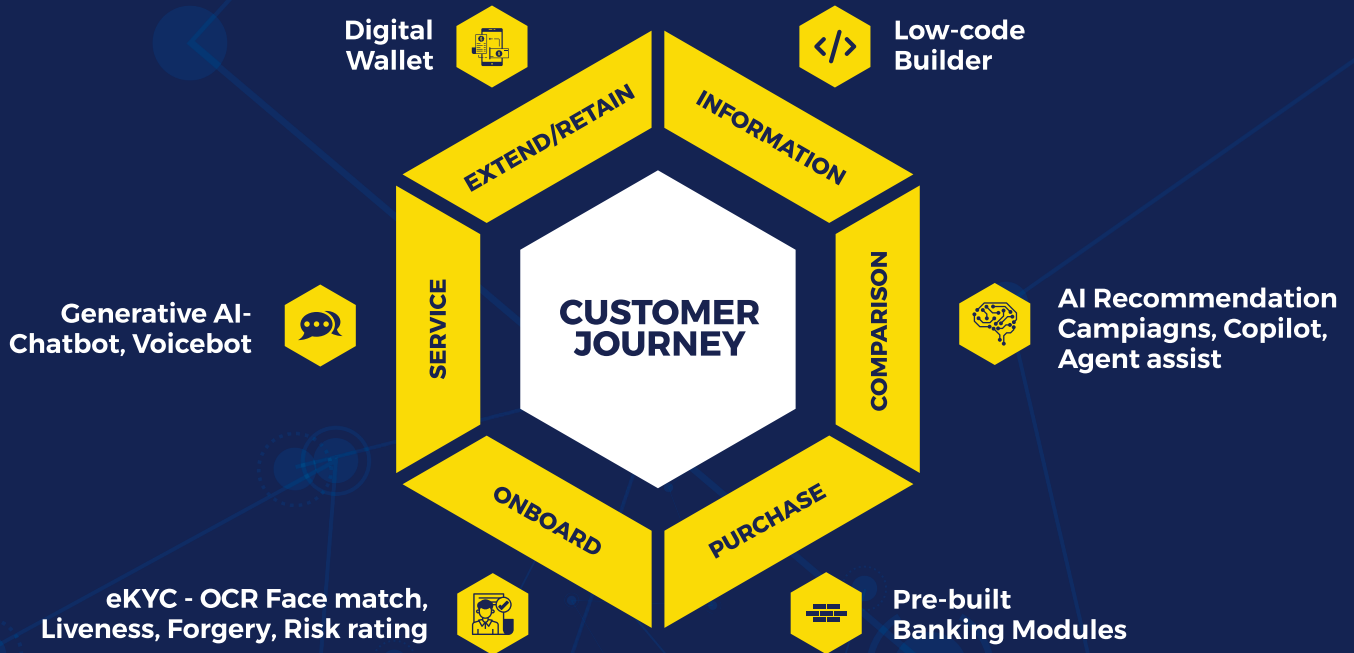
DIGITAL ENGAGEMENT



DIGITAL CX



DIGITAL PAYMENT



Innovative Human+AI solutions to enhance the end-to-end customer experience to help you move the needle in a positive direction by providing :

DIGITAL SALES & ENGAGEMENT

Boost prospect conversions & upsell revenues with hyper personalized campaigns, persona based recommendations & social media management.

DIGITAL ONBOARDING

Extend digital reach & reduce customer acquisition costs with AI powered onboarding & eKYC across products, digital channels, branches and agents. Inbuilt Face match, Liveness detection, OCR, Deep fake and forgery detection

DIGITAL CUSTOMER EXPERIENCE

Enhance digital deflection with proactive Human + AI customer service across all channels at 60% lower cost to serve.

DIGITAL PAYMENTS & WALLET

Orchestrate payments across Rails, channels, ecosystem with Digital wallet and QR Pay. Virtual accounts, accounting, charges, loyalty, merchant onboarding & management.

How We SERVE YOU

SIMPLIFAI

We've done all the hard work to help you deploy secure, flexible and accurate Generative AI powered banking solutions in week across Onboarding, Conversational banking transactions, Employee assist co-pilot & Wallet.

FASTEST TIME-TO-MARKET

200+ Pre-built NTB and ETB customer journeys for fastest deployment with in-built compliance, security, business logic and integration adapters. Single solution with eKYC, MFA, OTP engine, Campaign management, Channel management, Analytics, Risk manager, Case management, Campaign management, Customer Profile management, Smart Branch & more

FUTURE PROOF

Free updates and upgrades with global best practices whether you Deploy on-cloud or on-premise or use our managed service model

BUILD YOUR OWN JOURNEYS

Most cost effective & fastest way to build Mobile Apps, Web Apps or conversational AI journeys with in-built low code development platform to use the same business logic & integrations.



GENERATIVE AI

Chatbots, Voice bots, Agent Assist, Knowledgebase, co-pilot, Image processing.



OMNI CHANNEL BANKING

Secure Transactions on Conversational interfaces, Mobile Apps, Web, APIs



ONBOARDING

OCR, Face Match, Liveness Detection, Document forgery detection, Deep fake detection, Risk rating, Smart branch, Self-service, Agents



DIGITAL WALLET

Closed, Semi closed, Open QR Pay - Static, Dynamic, Catalogue Merchant, PSP, Agent, Network Loyalty, Charges, GL

INNOVATIONS



FRICTIONLESS PAYMENTS

QR payments with Pay by account or any payment rails



EKYC & ONBOARDING

Secure, compliant, flexible AI powered account opening

PROACTIVE CX

Generative AI for Case management, complaints & agent assist



PERSONAL FINANCE MANAGEMENT

AI Recommendations to guide customers in their financial journey



FINANCIAL INCLUSION

Omni channel AI powered Digital wallet for inclusion



CO-PILOT

Generative AI co-pilot with knowledgebase for employees

GENERATIVE AI CHATBOT

Create & manage GenAI powered dynamic chat and voice bots



CROSS BORDER PAYMENTS

Payment marketplace for SME & retail remittances



INSTANT LOAN ORIGINATION

Data & risk scoring to Disburse loans in minutes



SMART BRANCH

AI powered workbench for Branch and field staff



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