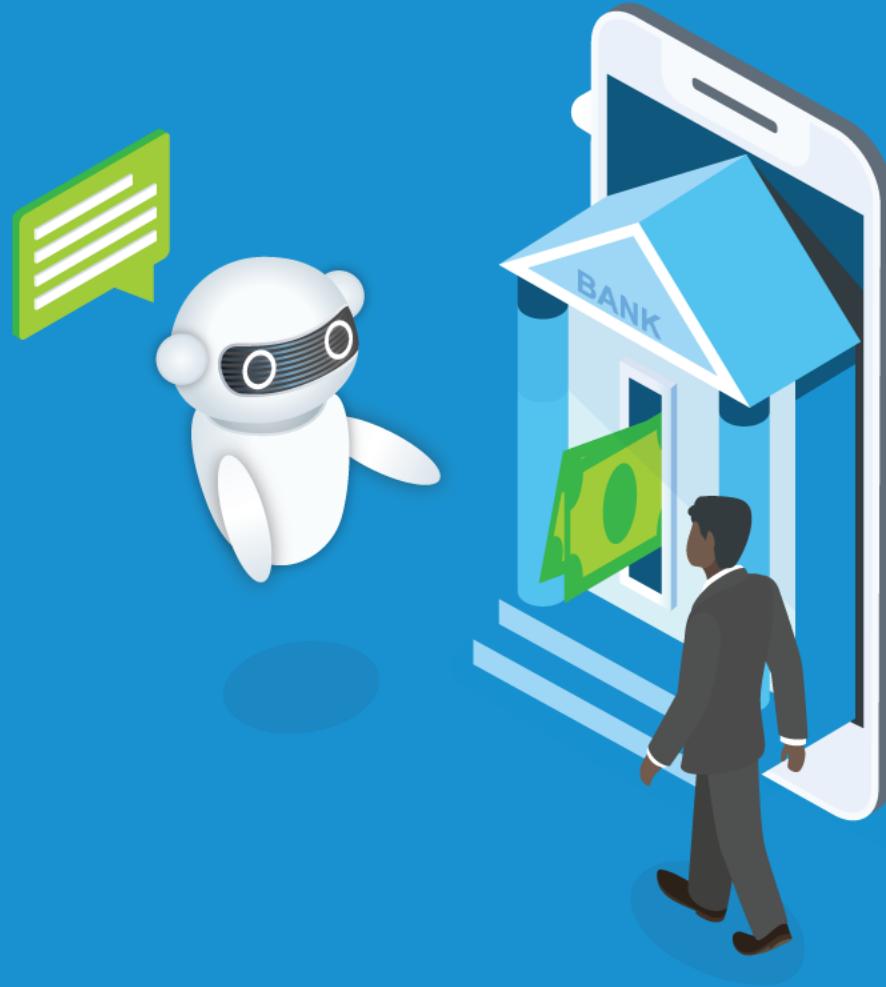




# Top 15 Use Cases for **Chatbots in Banking**

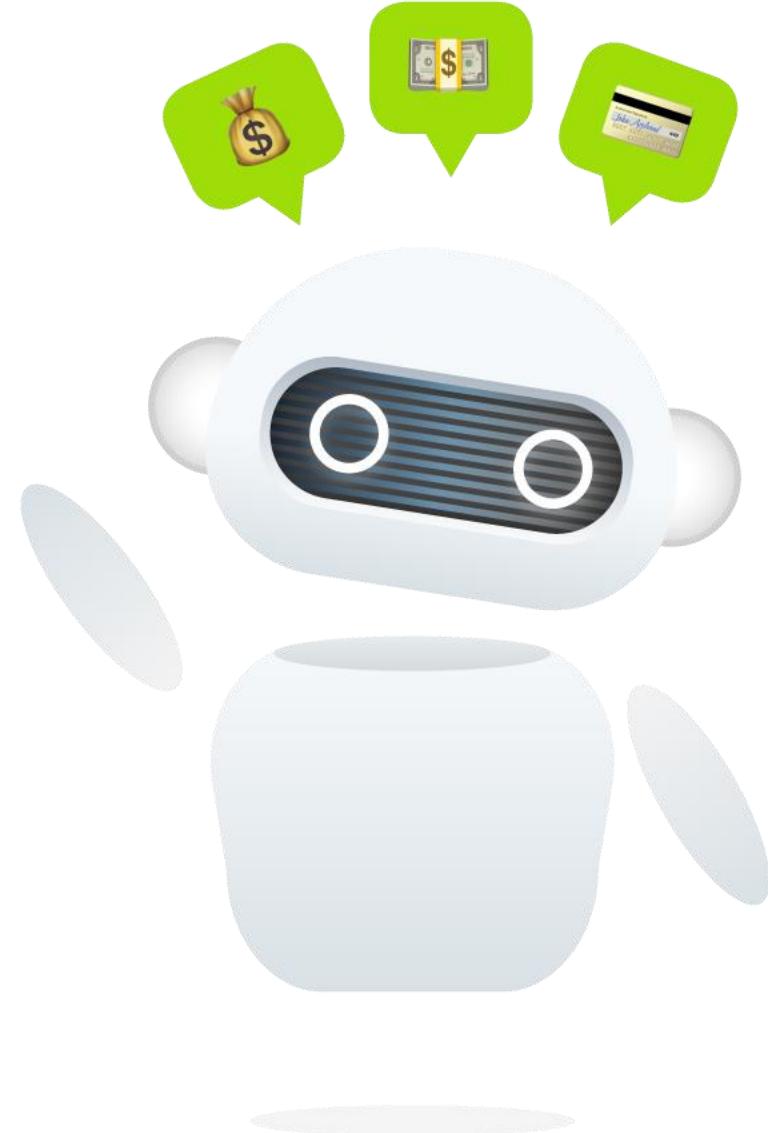


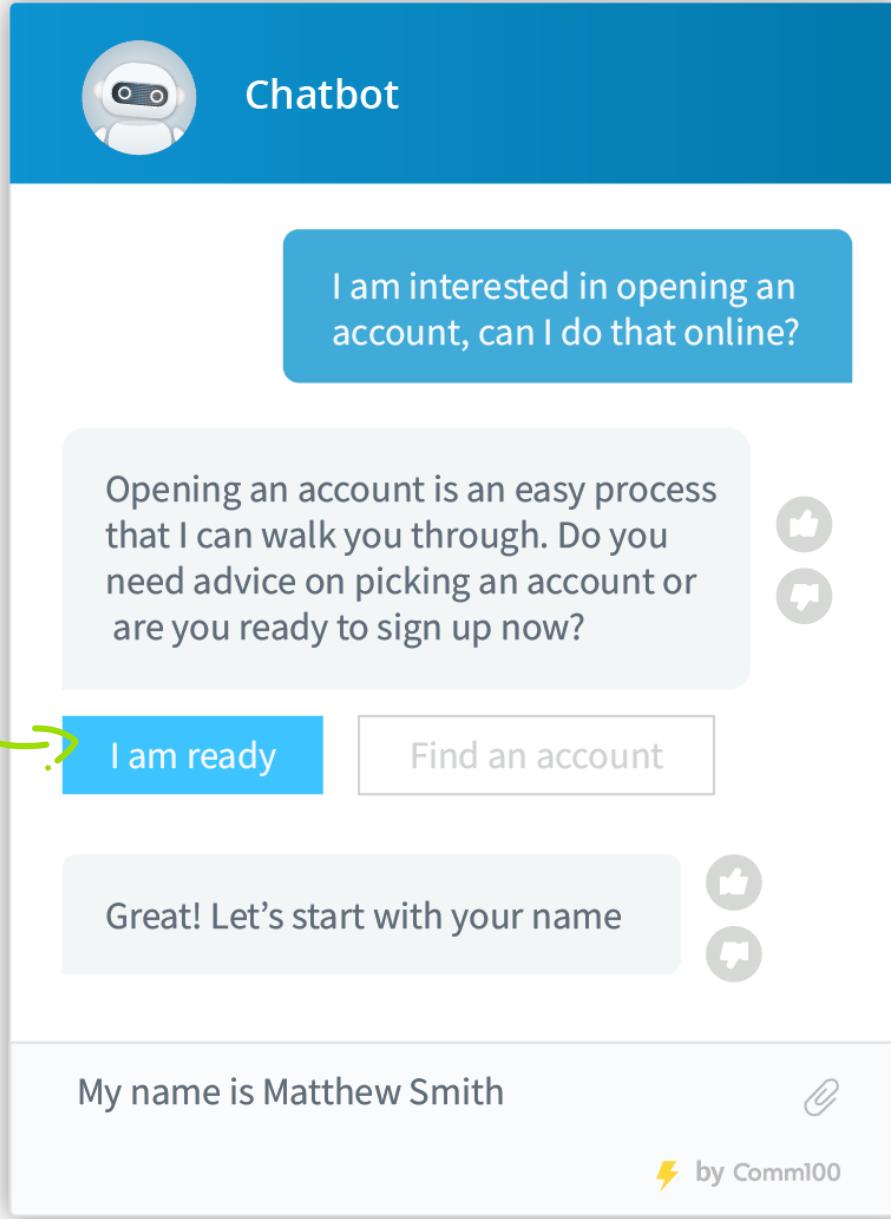
# Get Practical with Banking Chatbots

Banking chatbots are increasingly popular. There's endless talk about how they can reduce support costs, generate new business, and improve customer engagement. Lost in the mix is how chatbots can actually be used to accomplish these goals.

Knowing what bots can do can help you outline a practical roadmap to success.

Based on our experience building chatbots for banking and financial institutions, here are the 15 most popular tasks your chatbot should handle.





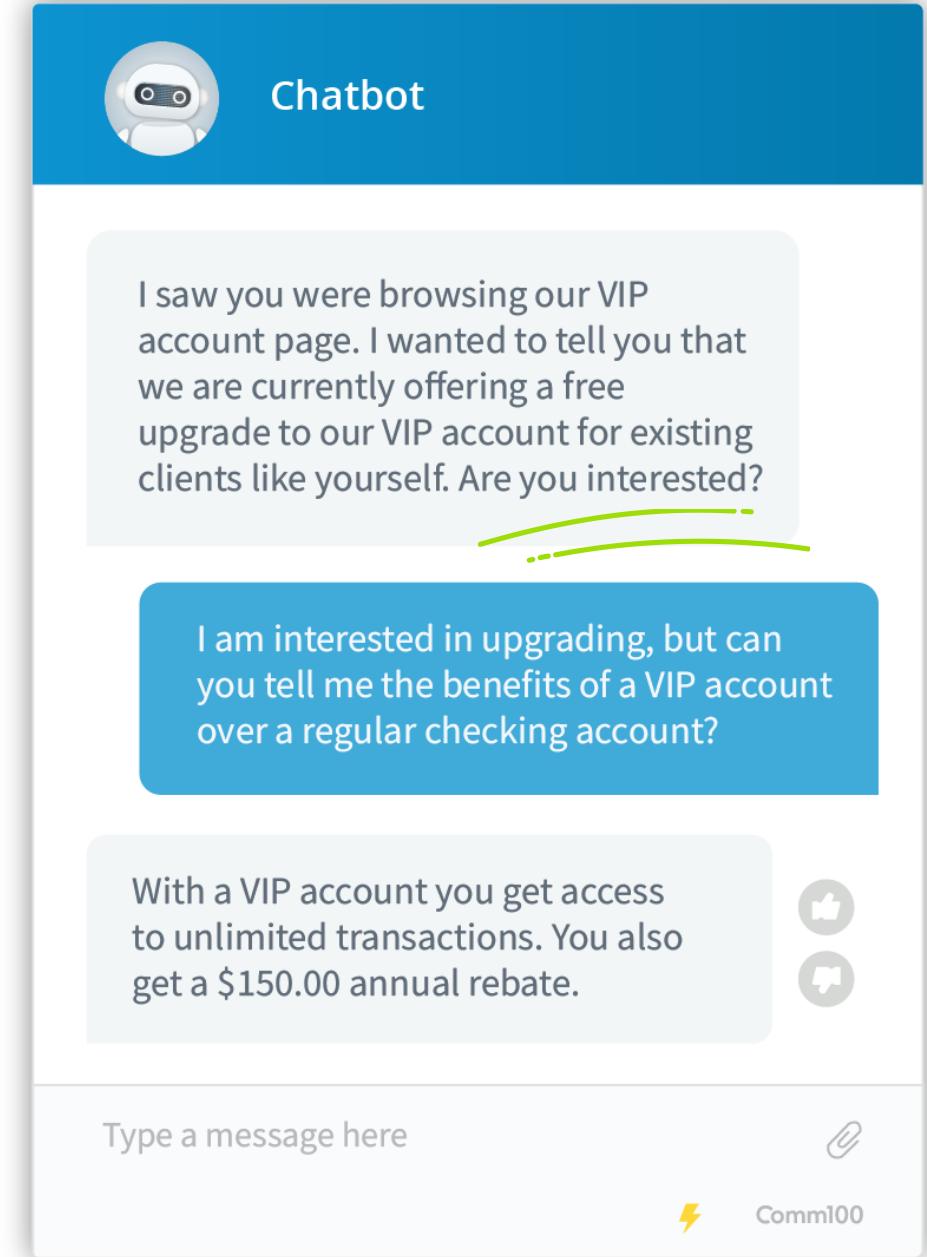
## 1 Signing up and Onboarding New Clients

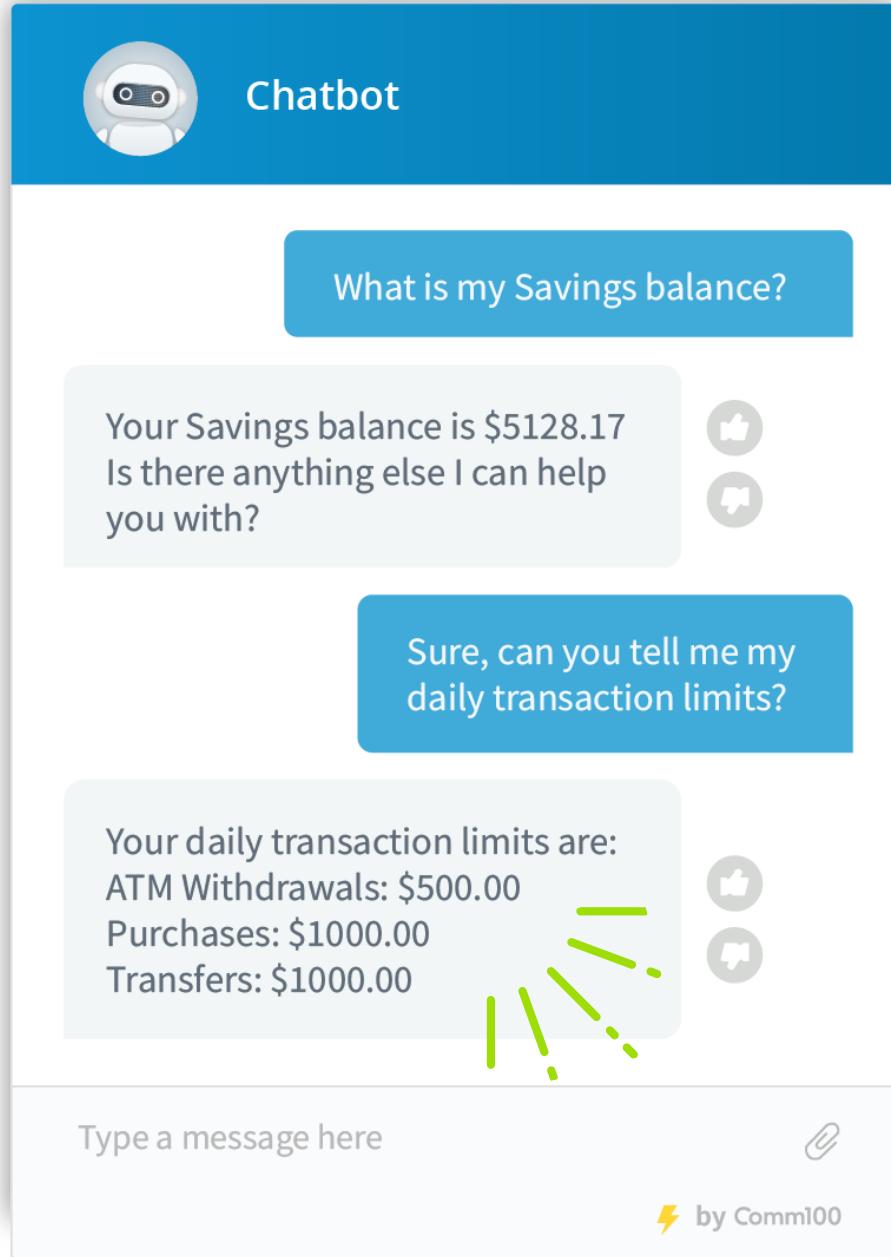
The rigid applications and workflows of legacy platforms are often too complex for customers to manage on their own, and that results in unnecessary effort, costs, and a potentially poor online experience. Let your chatbot guide clients through the account creation and onboarding process using its intuitive and friendly conversational interface.

2

## Upselling and Cross-selling

Since chatbots understand conversational context, they are great at making clients aware of relevant product offerings. They can also proactively reach out to customers to start conversations, collect needed information, and send that information along to your sales team for follow-up.





# 3

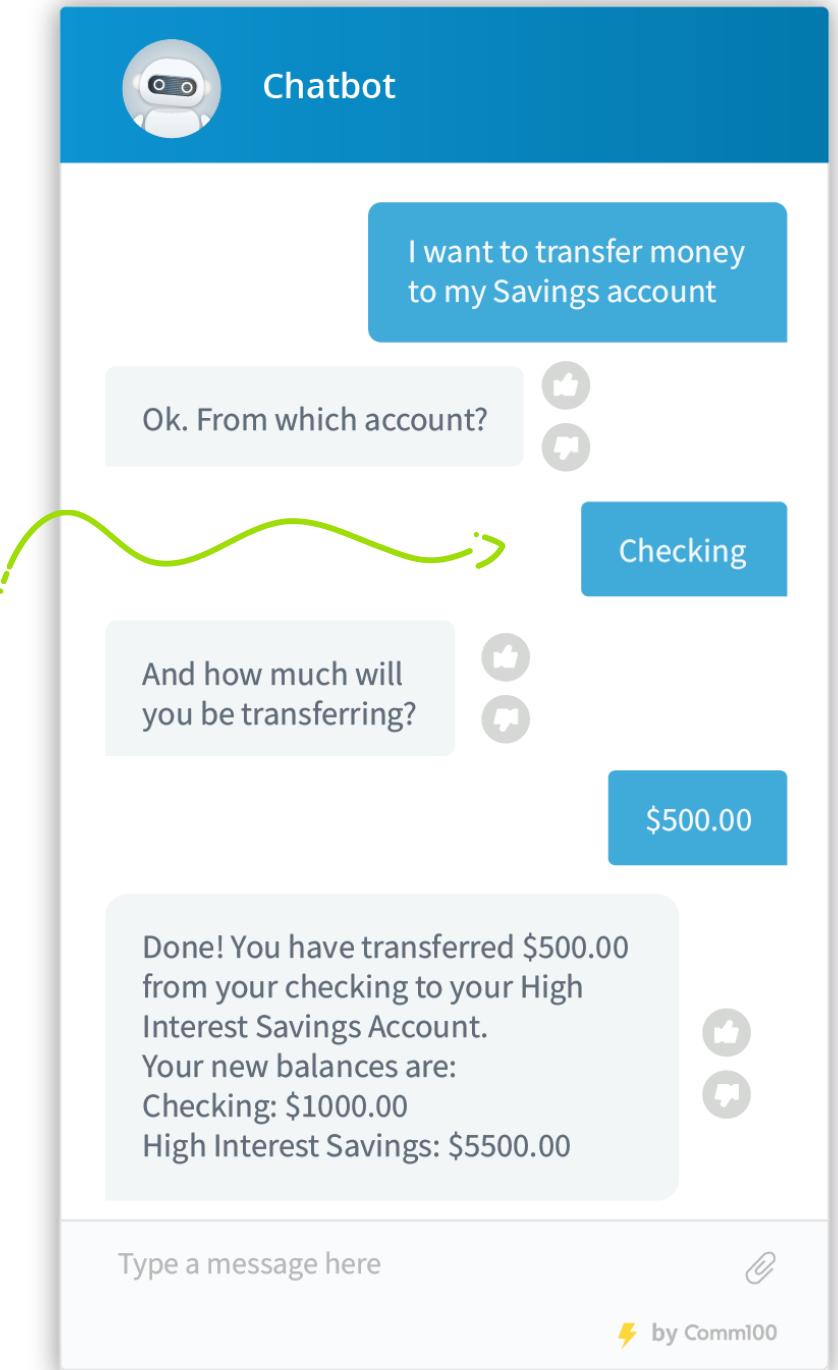
## Accessing Personal Account Information

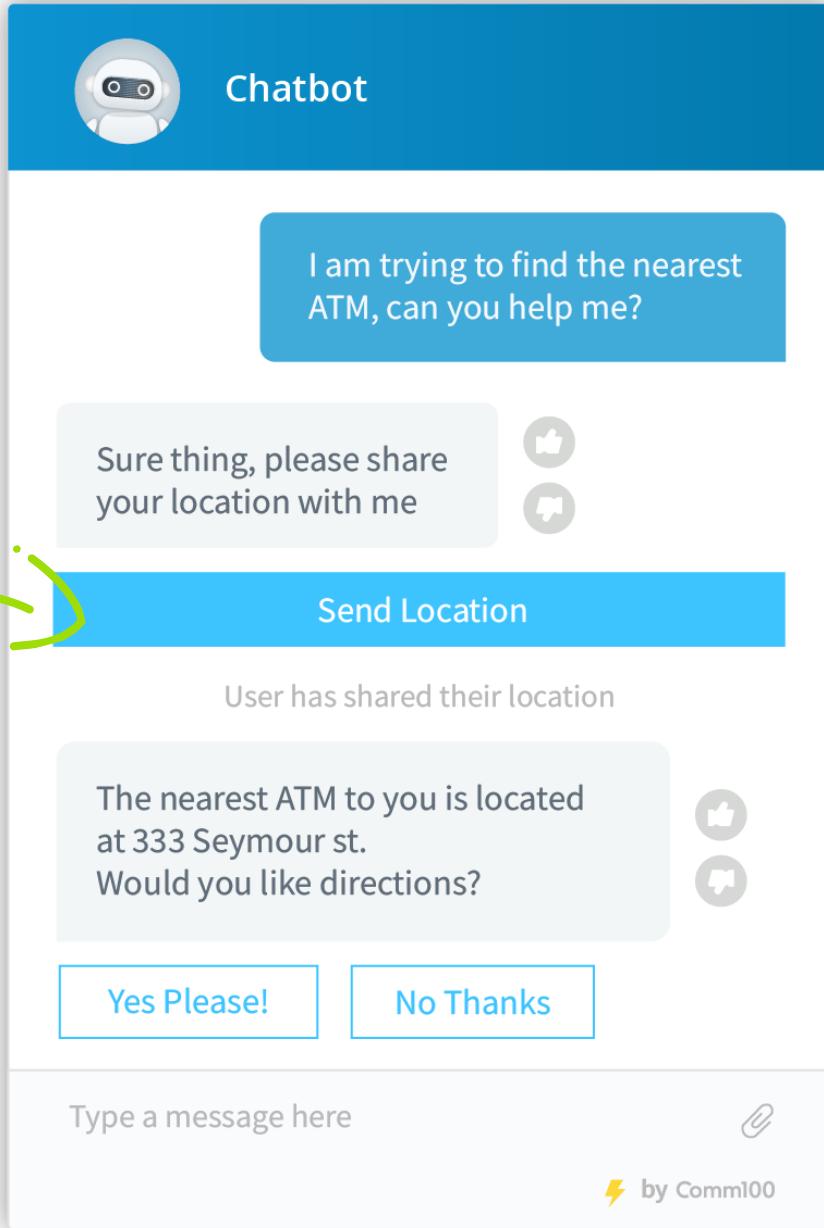
A chatbot's ability to authenticate and integrate with your existing tech stack means that it can provide personal information to visitors quickly and securely.

## 4

## Performing Basic Transactions

Instead of navigating through your web site or mobile app to perform a simple banking task, your clients can just ask the chatbot for assistance. Chatbots can satisfy basic transactional requests like money transfers, credit card renewal and bill payments.





# 5

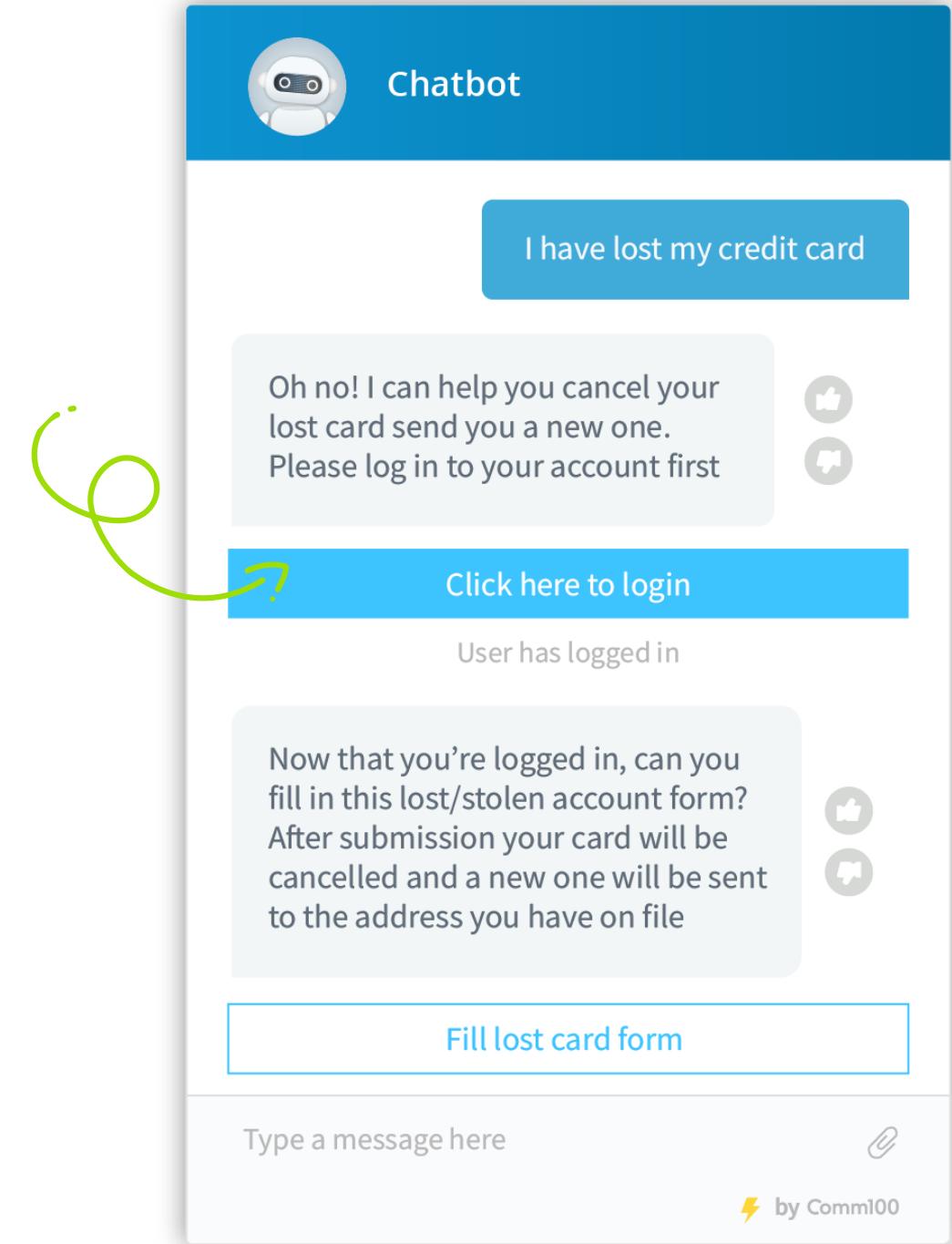
## Locating Branches and ATMs

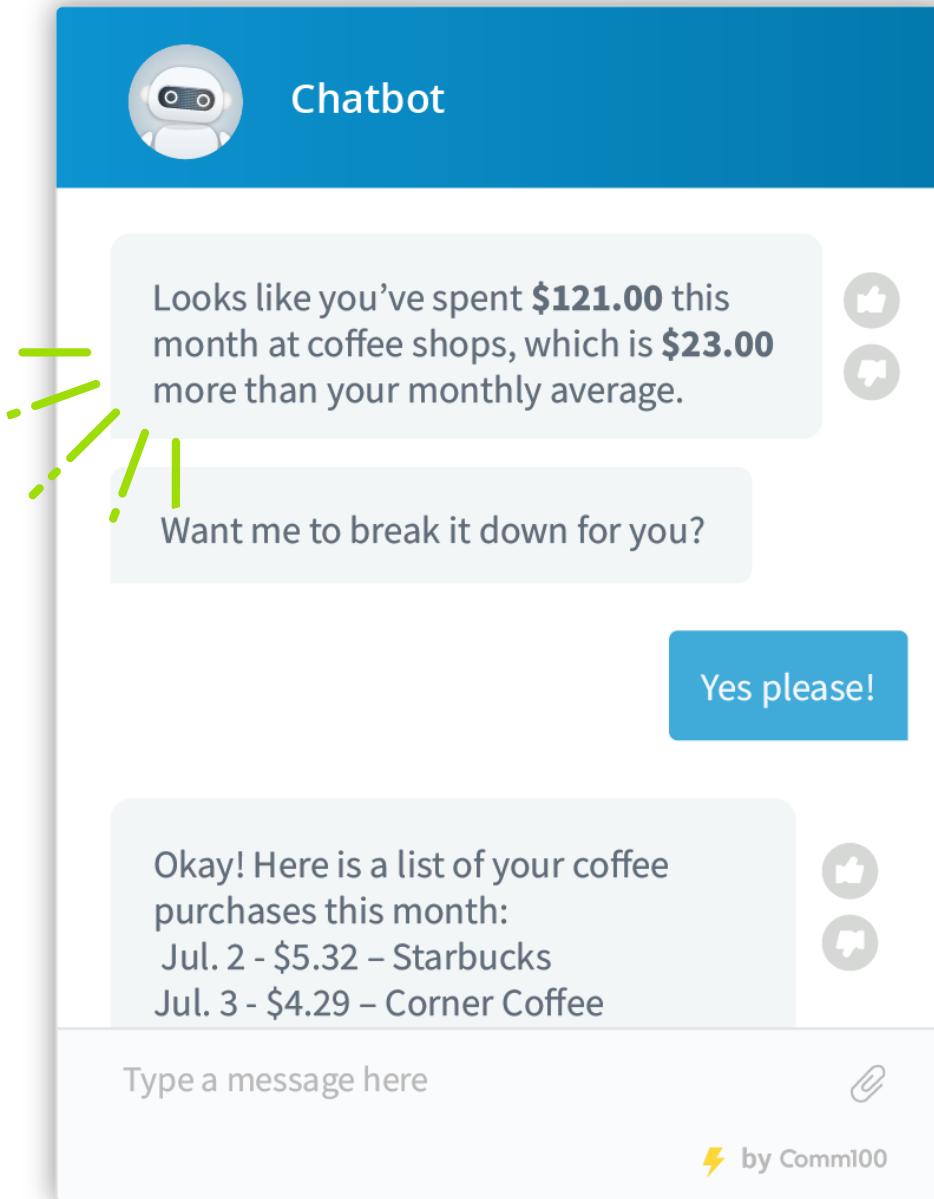
Most banks offer branch and ATM locators as part of their web and mobile experiences. Chatbots can take that experience one step further by showing customers the nearest locations to them and providing directions.

## 6

## Retrieving Lost/Stolen Credit and Debit Cards

When a customer has lost their card, the last thing they want to do is wait on hold, while worrying if it's being used on a stranger's shopping spree. Chatbots are always available, and customers can use them to cancel their card and apply for a new one in seconds.





# 7

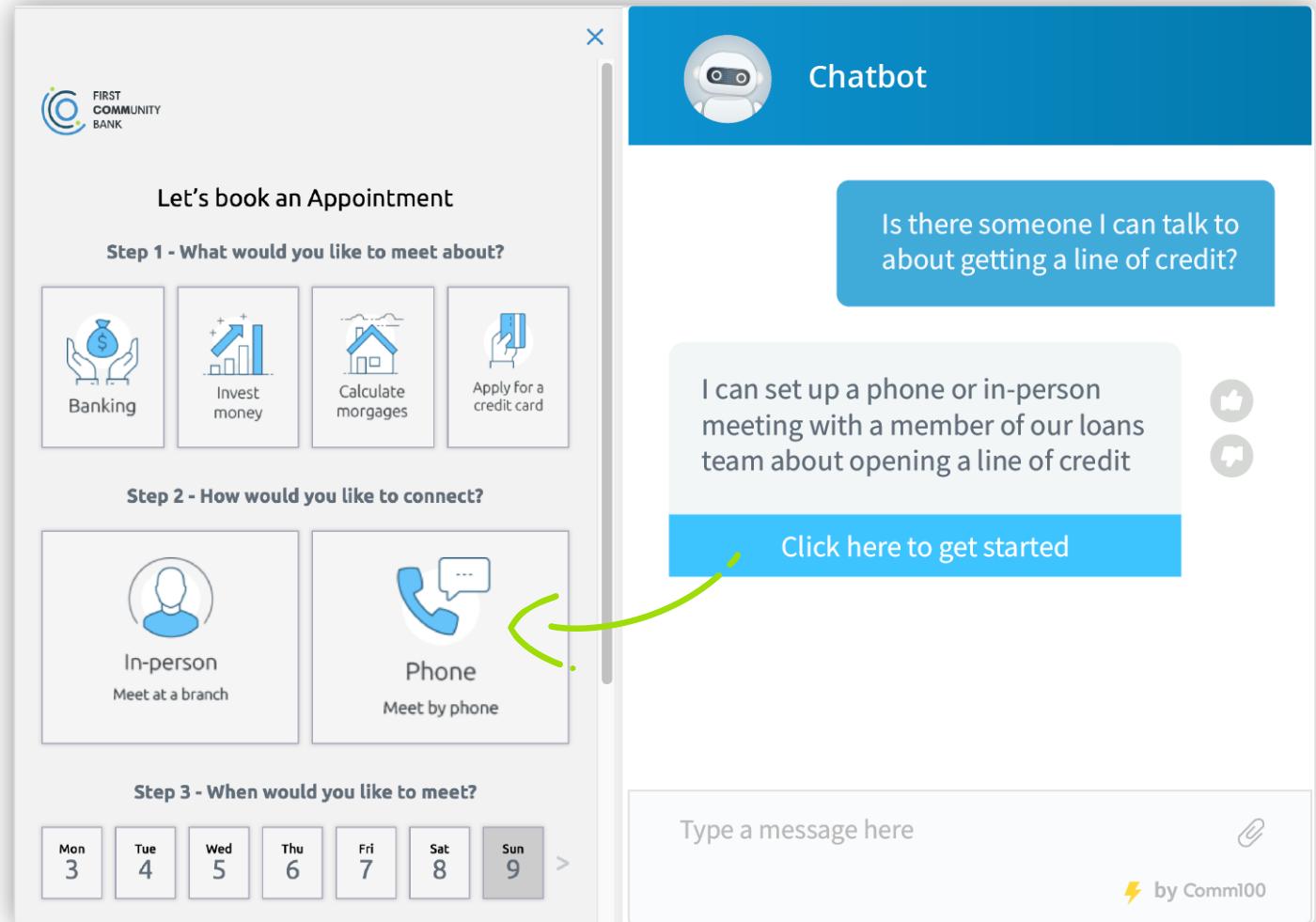
## Tracking Spending Habits

While your customers may not keep track of where their money goes, a chatbot can. It can analyze and break down a customer's transaction history to help keep them on budget. It can also provide thrifty tips for how they can better save their money.

## 8

# Booking Meetings with Clients

When clients want to adjust their mortgage terms, chat about their investment portfolio, or discuss their financial future, they need to book a meeting with one of your representatives. A chatbot can gather needed info, suggest available timeslots, and put meetings into the appropriate calendars.



rewards page.' Below this is a green curved line. A grey box contains the question 'Is there anything else I can help you with?'. At the bottom are three buttons: 'My Account', 'Book a Meeting', and 'Find a Branch'. A text input field 'Type a message here' is at the bottom with a paperclip icon. The footer says 'by Comm100' with a lightning bolt icon." data-bbox="113 68 462 942"/&gt;

9

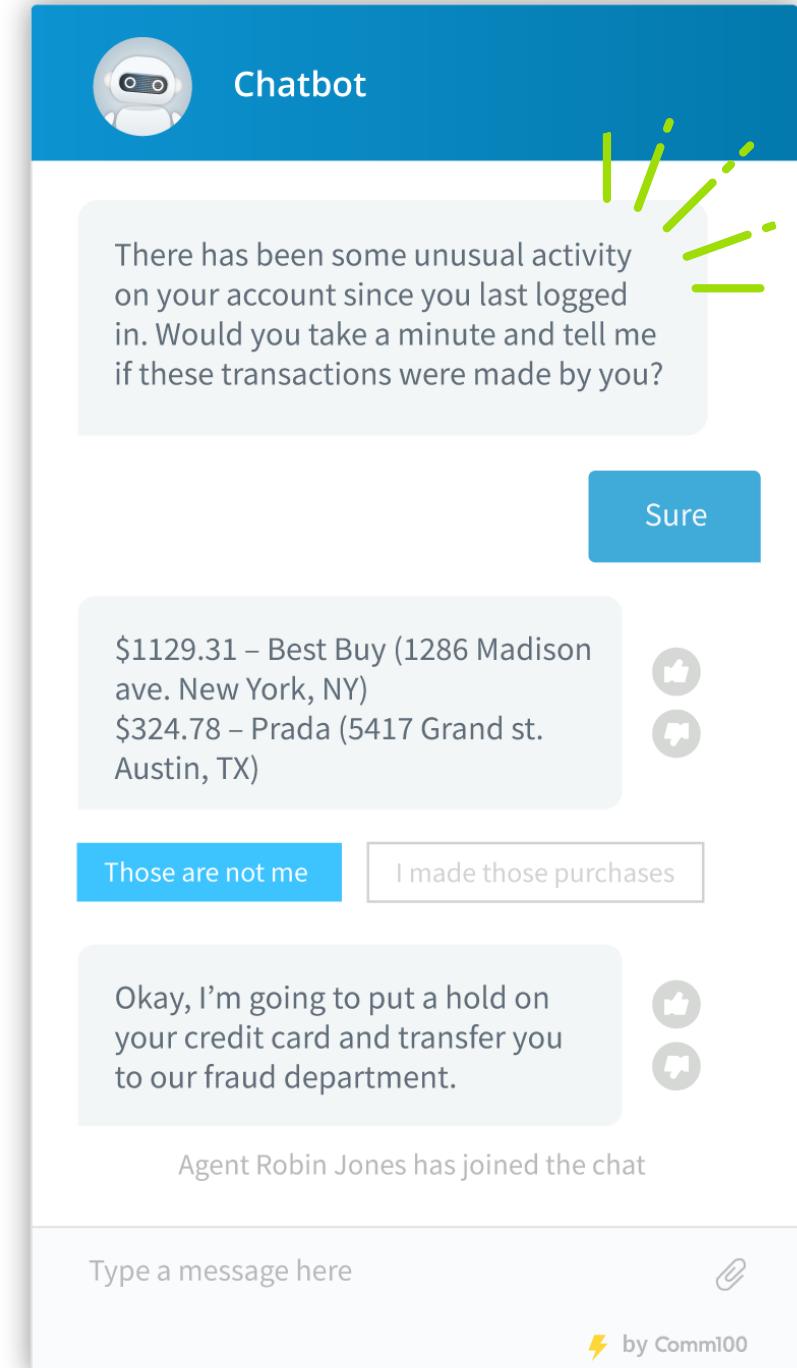
## Answering Commonly Asked Questions

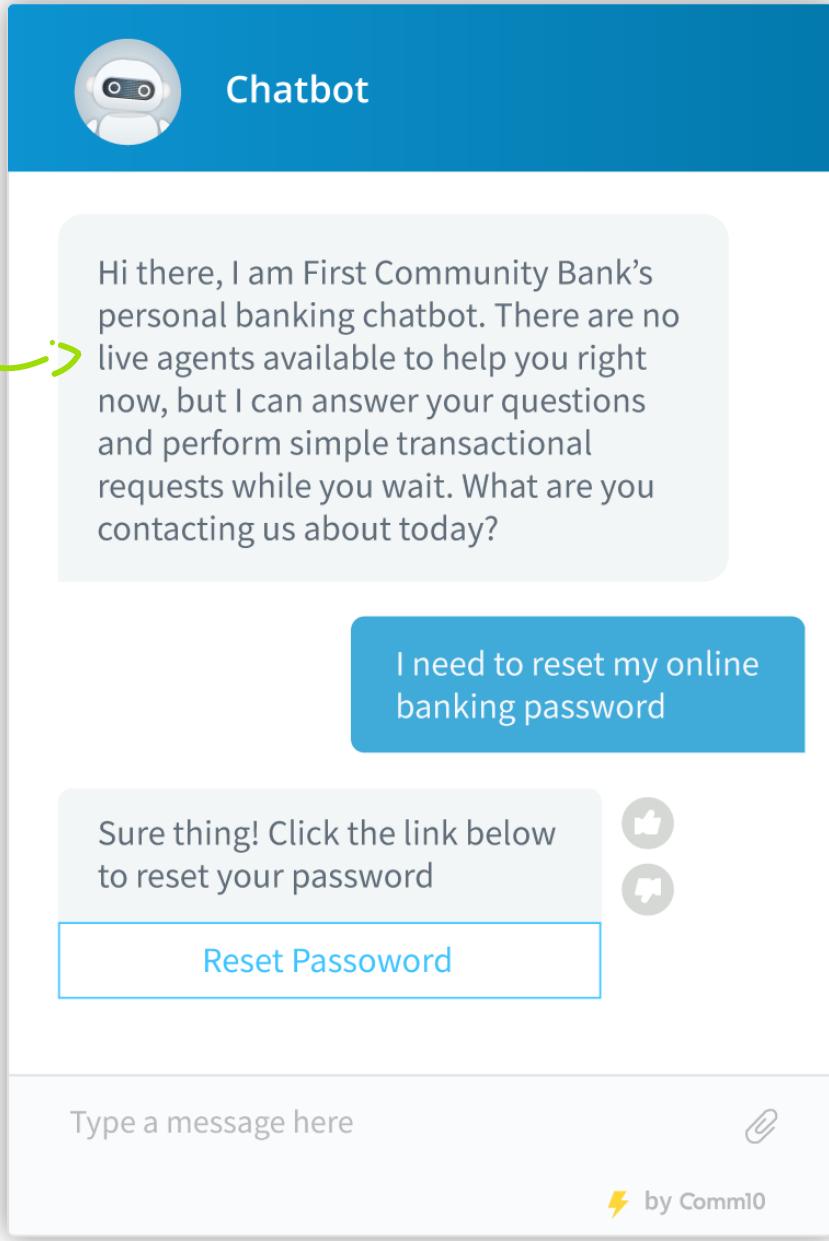
Most inquiries your customer service team gets fall into the “FAQ” bucket. A chatbot’s capacity to interpret human speech makes it the ideal first touch. Chatbots can use links, images, and videos in their responses so you can leverage your existing help resources as part of your chatbots answers.

10

## Delivering Fraud Alerts and Reporting Fraud

When your bank detects possible fraudulent activity on a client's account, letting them know as quickly as possible is essential to their peace of mind. If a client is unreachable by phone, a chatbot can be a great multichannel backup option. They can deliver alerts and ask clients to validate or dismiss your suspicions.





11

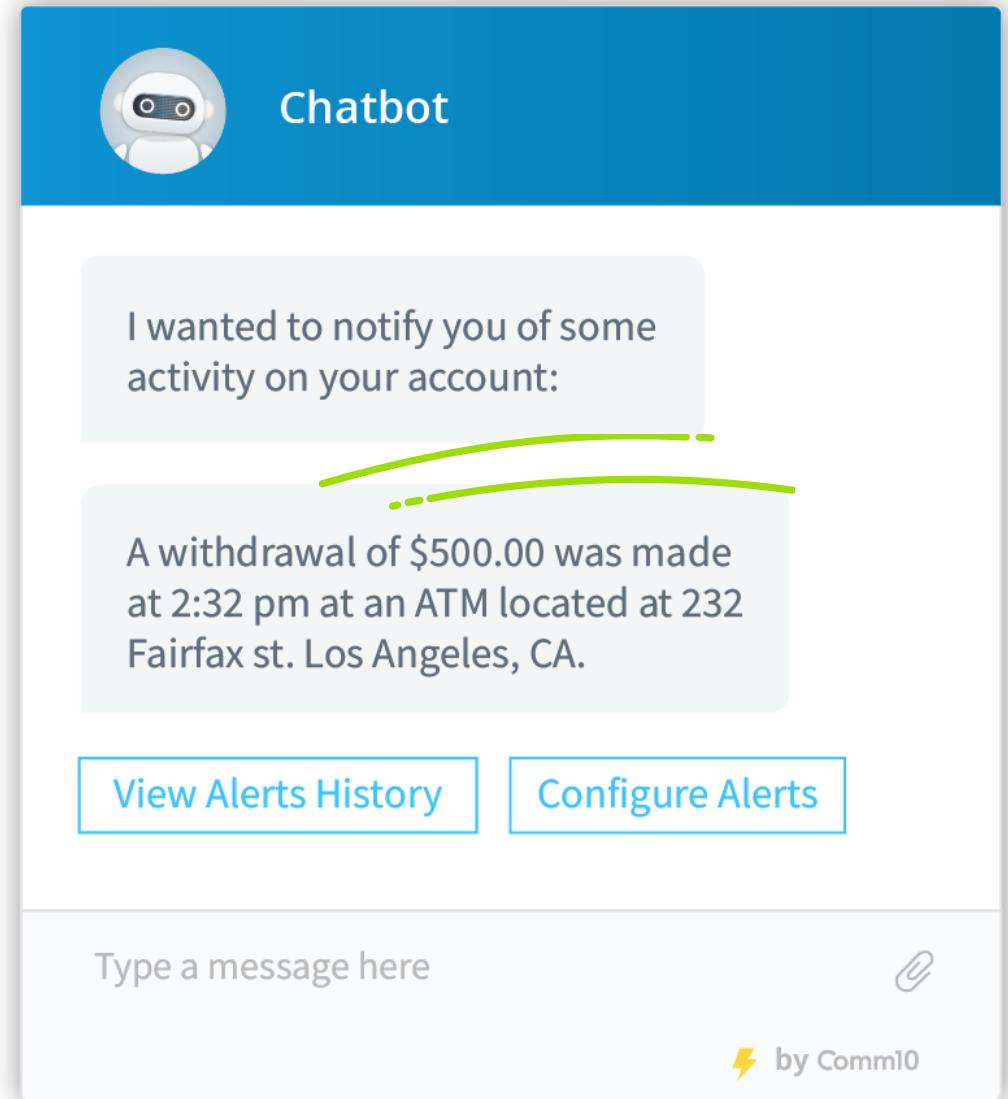
## Expanding Service Availability and Reducing Queue Length

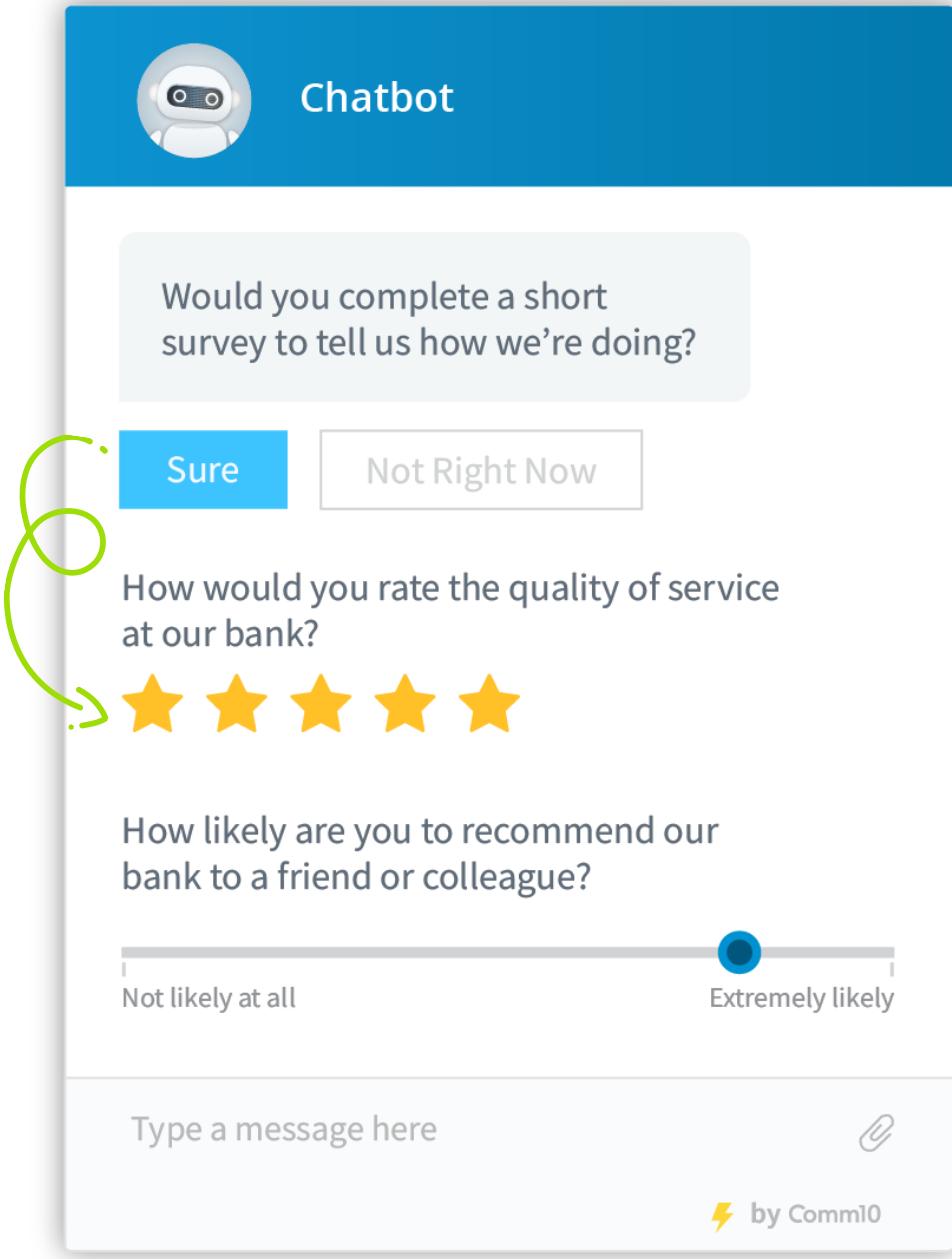
Chatbots are a great option for clients when your human agents are offline or too busy. This will take the load off your team and give your clients an always-on option for instant support.

# 12

## Setting-up and Delivering Account Alerts

Since chatbots can interact with customers on their channel of choice, they are the ideal delivery method for account alerts. They can offer follow-up options for each alert and allow customers to make changes to their existing alerts.





# 13

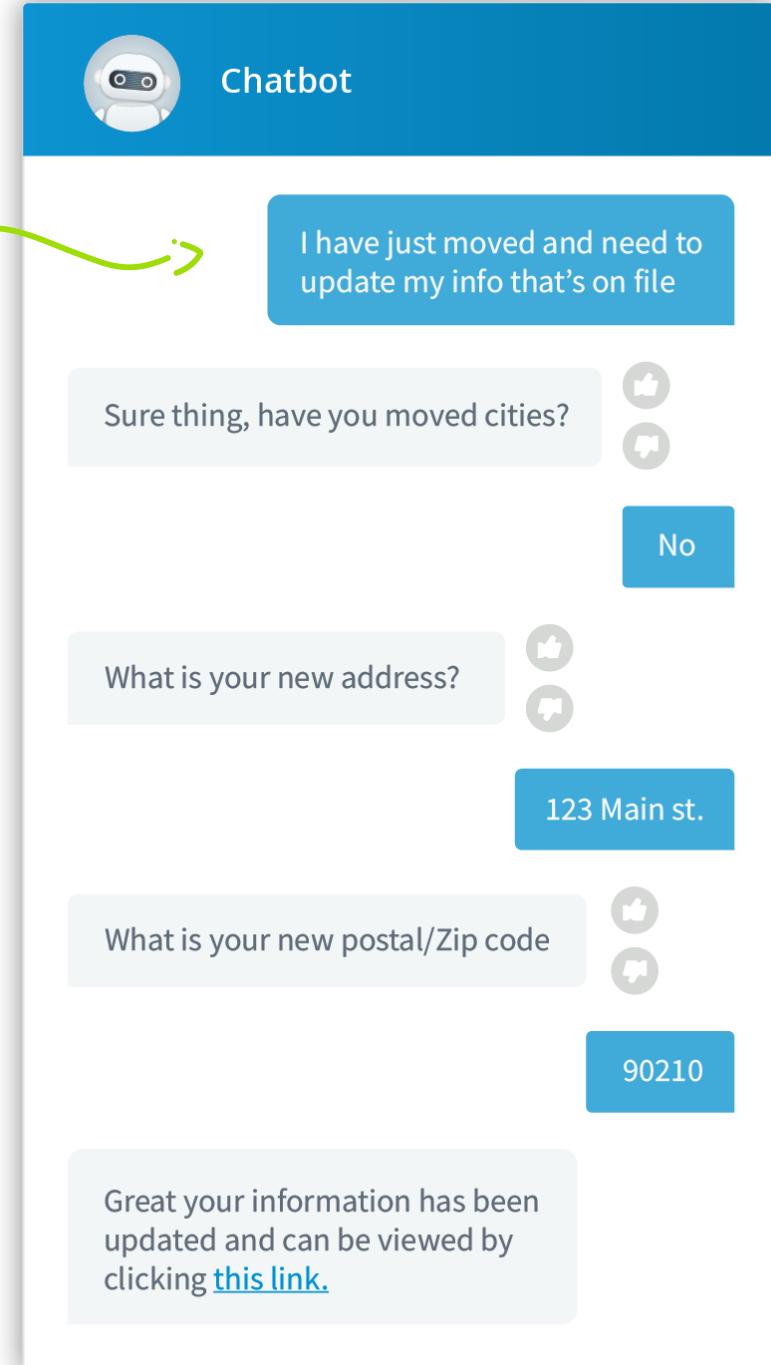
## Collecting Client Feedback

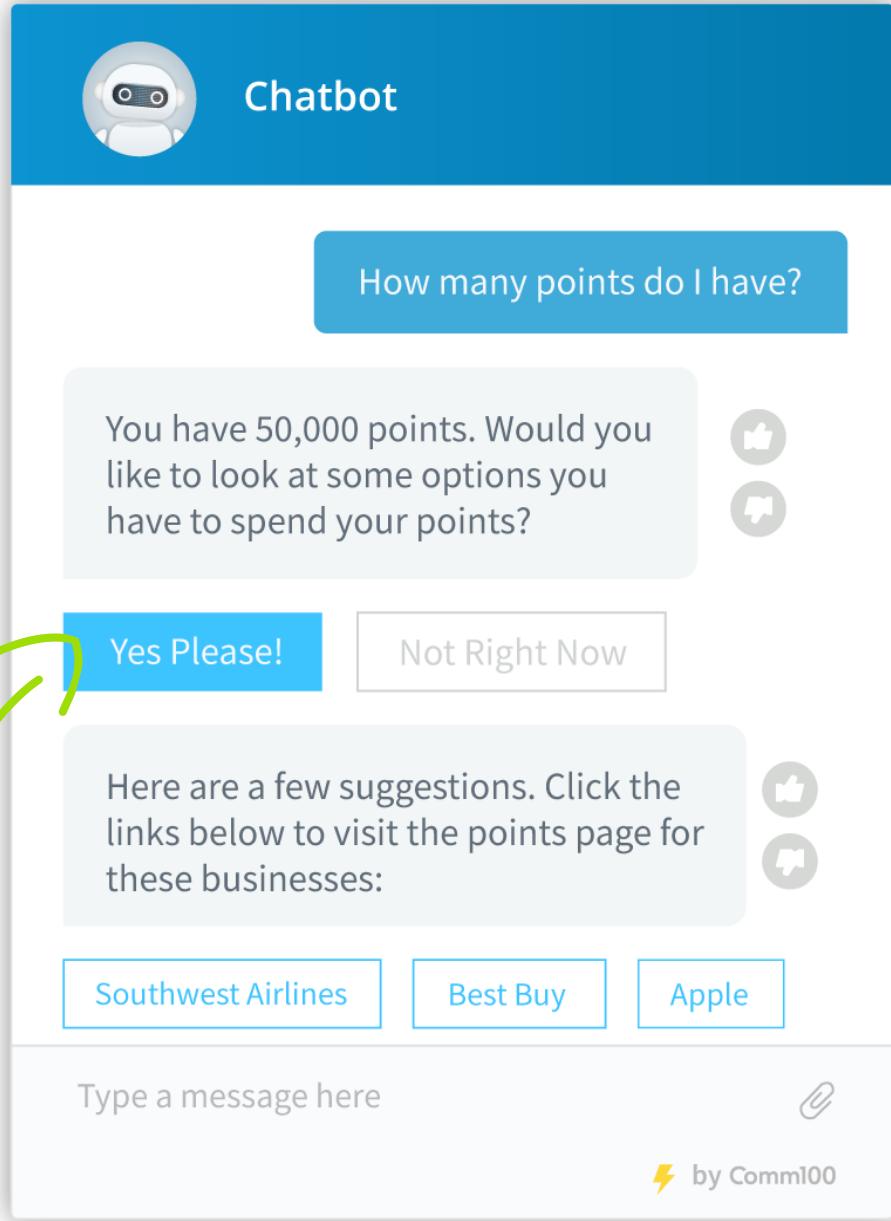
To support your bank's effort for continuous improvement, why not use a chatbot to survey your clients? Since you can customize the forms your chatbot uses, you can make sure it adheres fully to your organization's standards.

# 14

## Updating Personal Information

Finding where to update your address on your web site or in your mobile app is a lot more difficult than asking a chatbot do it for you. Your chatbot can show clients the info they have on file and allow them to make changes without needing to contact a human.





15

## Tracking and Spending Rewards Points

A chatbot is the perfect concierge for your rewards program. It can help your customers track and spend points or let them know about ongoing promotions relevant to their spending habits.

# Want to learn more?

Book a call with one of our chatbot specialists to continue the conversation.

Let's chat!

[letschat@comm100.com](mailto:letschat@comm100.com)

1-877-305-0464