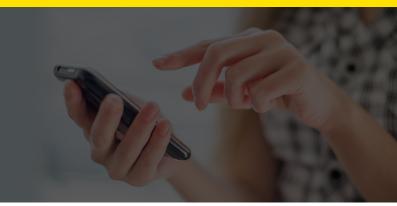**personetics**® TAKING DIGITAL BANKING PERSONAL

Personetics Anywhere™

AI-Powered Personalized Guidanceand Assistance On Your Customers' Favorite Messaging Apps

Financial institutions are turning to messaging apps to engage with customers. But messaging conversations must be smart and helpful, or customers will turn them off just as quickly as they are started.

Personetics Anywhere provides financial institutions a quick way to deliver personalized assistance and guidance to millions of users that don't necessarily use the bank's web or mobile apps.

It allows financial institutions to deploy a chatbot solution that can respond instantly to customer requests, communicating timely insights and advice in a conversational medium that customers –especially millennial – increasingly view as their primary communication channel.

A Single Engine to Power Conversations on All Messaging Platforms

Personetics Anywhere can power your financial institution's bot on multiple messaging platforms, allowing you to reach users wherever they are with minimal deployment effort

The bot is a channel for engaging and serving your customers, not just another app or chat replacement.

Financial institutions should look at the bot as an integral part of their Omni channel strategy. It is an effective self-service channel that can increase reach and satisfaction. The bot is also an ideal service and engagement channel for non-primary relationships (e.g. credit card, mortgage, auto loans), where customers may be less inclined to use a dedicated app.

What will make your bot a success?

Conversational
Easily create conversations that will keep customers coming back for more.

Accurate
Deliver accurate responses with effortless mapping to existing bank content.

Personal
Provide secure access to personal data with seamless integration to transaction systems.

Predictive
Proactively push useful insights in the context of the customer activity.

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How to connect with customers on messaging apps

Using AI-powered predictive analytics, Personetics Anywhere enables financial institutions to deliver timely responses, insight and advice that help customers control their day-to-day finances and reach their financial goals.

AI-powered Financial Intelligence

Conversations powered by Personetics Anywhere are driven by an advanced natural language understanding model for financial services. It can classify customer requests and recognize intent, ensuring that responses and insights provided to each customer are intelligent, relevant, and useful.

Out-of-the-Box Knowledge for Financial Services

Personetics Anywhere comes with a rich library of over 150 pre-built user interactions validated with financial services customers across the globe, including banking-specific triggers and workflows that you can put to use right away.

Controlled by the Bank

While Personetics Anywhere comes pre-loaded with rich options you can deploy out-of-the box, the Personetics Content Editor allows business users to modify pre-built interactions and create new ones, giving your bank complete control over the nature of conversations with your customers.

Automated Content Tagging and Indexing

Personetics Anywhere™ applies in-depth understanding of financial-related topics to automatically tag and index your existing content so it can be accurately integrated into the conversation with your customer. Your content can be served in its native format, eliminating the need to recreate or duplicate anything.

Self-Learning

Over time, Personetics Anywhere learns from each individual's behavior how to create smarter and more useful conversations with each customer, positioning your bank as an intelligent advisor the customer can trust and appreciate.

Bank-level Security and Compliance

Personetics Anywhere connects to your bank systems through secure enterprise-grade protocols that ensure compliance with bank standards. Access to individual transaction data is highly-secured and must be authenticated and opted-in by the user just like in your own bank application.

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