

Applications of WhatsApp Chatbots in Banking and Financial Services

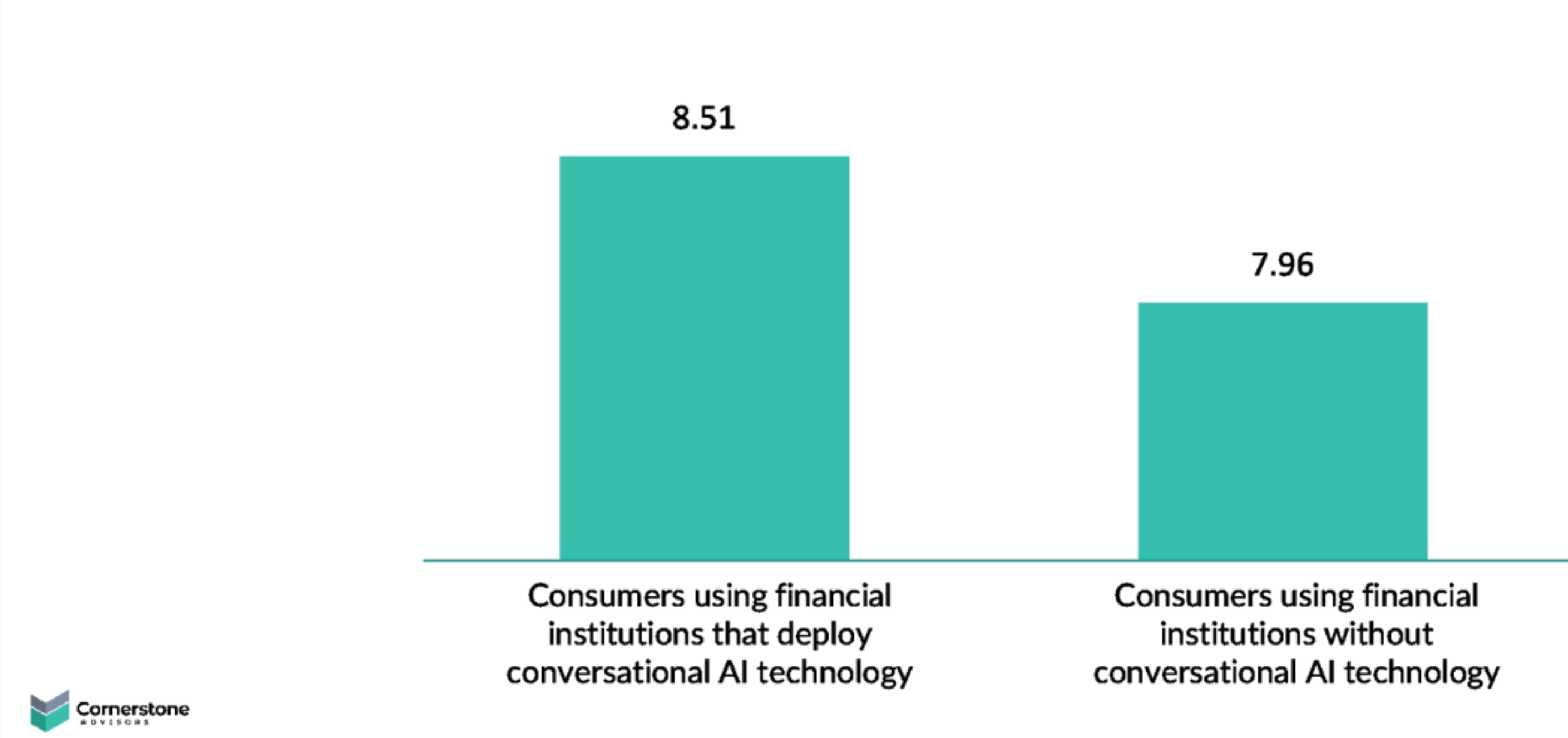
WhatsApp Chatbot in Banking

Less than 30% of consumers trust AI chatbots for financial information and advice, and less than half believe AI will improve their personal finances.

Roughly 54% of bank customers said they've used some form of genAI, and that's more likely among big-bank customers than regional ones

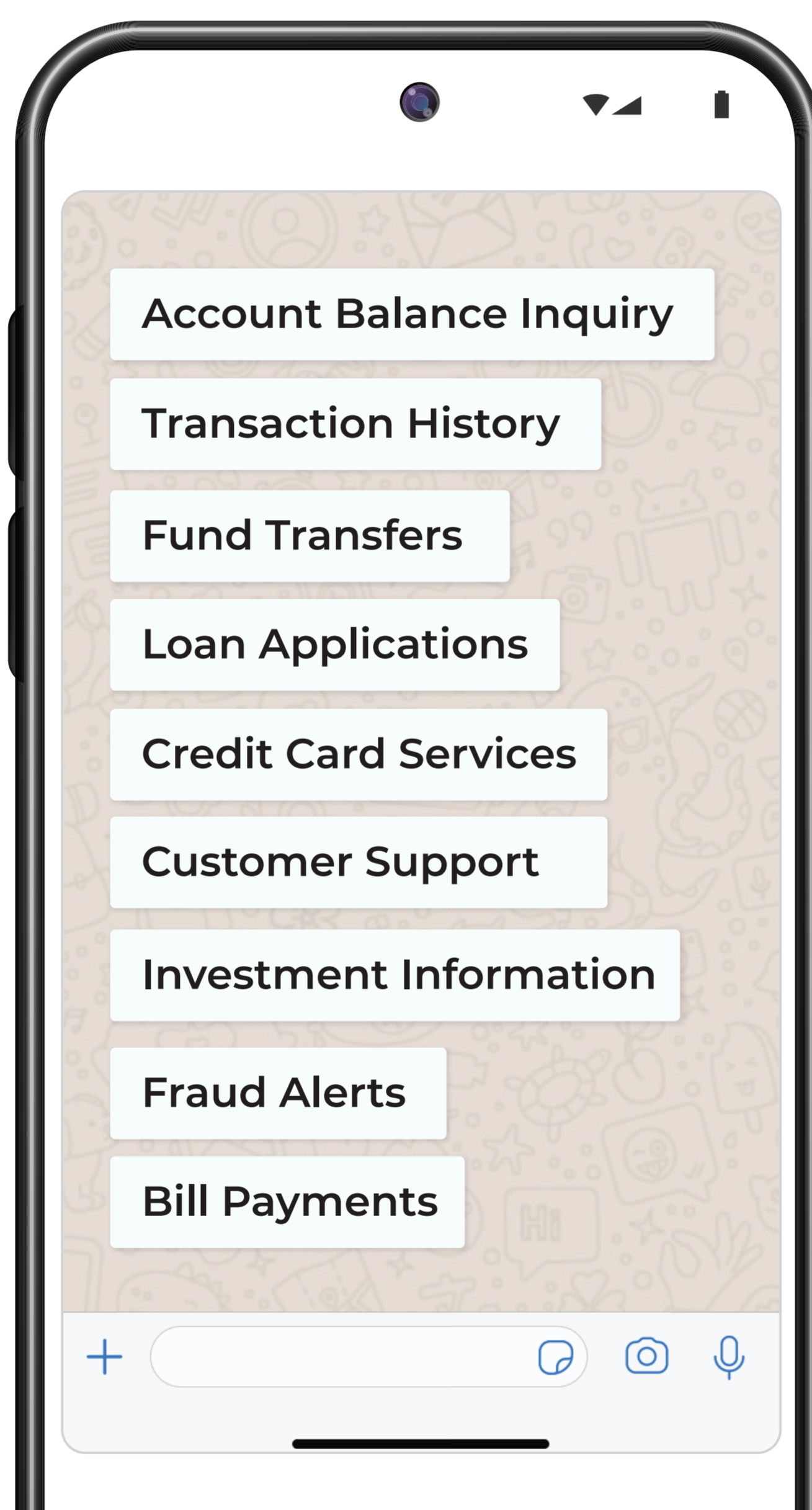
Only about one-third of customers have a solid grasp on how AI works, and many can't tell when AI is being used

Average Rating of Overall Mobile Banking Experience (scale of 1=Poor to 10=Excellent)

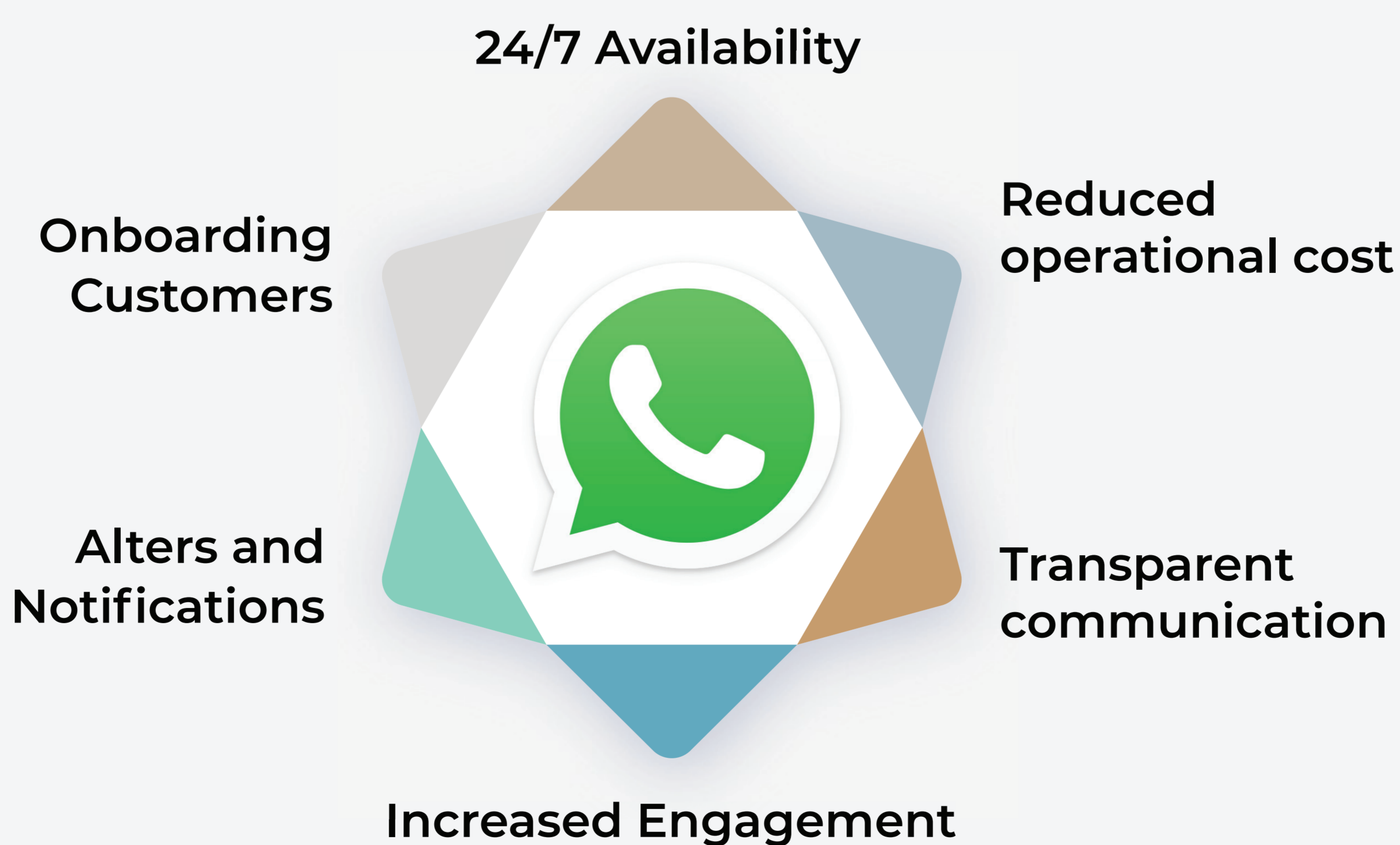


Users hesitate to use Chatbot or get information online and visit bank that slows the process

Usecases of WhatsApp Chatbot in Banking



Benefits of WhatsApp Chatbot Application to both financial institutions and their customers



WhatsApp Chatbot in Banking addresses all the customer needs by enabling banks to offer instant customer support, transactional capabilities, and proactive notifications through WhatsApp.